

# **FACULTY OF ECONOMICS & BUSINESS**

## **Syllabus**

**For**

**Bachelor of Tourism & Travel Management  
(Four Years Course)**

**(Semester I - IV)**

**(Credit Based Evaluation and Grading System)**

**Bachelor of Tourism & Travel Management  
(Semester V - VIII)**

**(Under Credit Based Continuous Evaluation Grading System)**

**Session: 2019-20**



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**GURUNANAKDEVUNIVERSITY  
AMRITSAR**

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**(ii) Subject to change in the syllabi at any time.  
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BACHELOR OF TOURISM & TRAVEL MANAGEMENT  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**Semester I**

Paper Code	C/E/I	Paper Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
<b>Core Courses</b>									
ENL-101	C	Communicative English-I	2	-	-	2	20	80	100
PBL-121/ PBL-122/  HSL 101	C	Punjabi -I (Compulsory) OR *ਮੁੱਢਲੀ ਪੰਜਾਬੀ (In lieu of Punjabi Compulsory) OR **Punjab History & Culture (1450-1716) (Special Paper in lieu of Punjabi Compulsory)	2	-	-	2	20	80	100
TTL-101	C	Fundamentals of Tourism	4	-	-	4	20	80	100
TTL-102	C	Principles of Management	4	-	-	4	20	80	100
TTL-103	C	Geography of Tourism in Indian Context	4	-	-	4	20	80	100
TTL-104	C	Basic Statistics for Decision Making	4	-	-	4	20	80	100
TTS-105	C	Seminar	-	-	2	2			100
SOA 101	C	***Drug Abuse: Problem, Management and Prevention (Compulsory ID Course)	3	-	-	3	20	80	100
<b>Total Credits</b>			<b>23</b>	<b>--</b>	<b>2</b>	<b>25</b>			

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**Semester II**

Paper Code	C/E/I	Paper Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
<b>Core Courses</b>									
ENL-151	C	Communicative English-II	2	-	--	2	20	80	100
PBL-131 / PBL-132/ HSL 102	C	Punjabi -II (Compulsory) OR *ਮੁੱਢਲੀ ਪੰਜਾਬੀ (In lieu of Punjabi Compulsory) OR **Punjab History & Culture (1717-1947) (Special Paper in lieu of Punjabi	2	-	--	2	20	80	100
TTL-111	C	Tourism Management	4	-	--	4	20	80	100
TTL-112	C	Geography of Tourism in Global Context	4	-	--	4	20	80	100
TTL-113	C	Destinations of Indian Tourism	4	-	--	4	20	80	100
TTL-114	C	Human Resource Management	4	-	--	4	20	80	100
TTL-115	C	Computer Applications in Tourism	3	-	1	4	20	80	100
SOA 102	C	***Drug Abuse: Problem, Management and Prevention (Compulsory ID Course)	3	-	--	3	20	80	100
Interdisciplinary Courses (3 Credits)									
	I	To be offered from the outside Department	3	-	-	3	20	80	100
<b>Total Credits:</b>			<b>26</b>	<b>-</b>	<b>1</b>	<b>27</b>			

**Note.**

1. \*Special Paper in lieu of Punjabi Compulsory.
2. \*\*For those students who are not domicile of Punjab
3. \*\*\*Student can opt this Paper whether in 1<sup>st</sup> or 2<sup>nd</sup> Semester. (Compulsory ID Course)
4. PSL -053 ID Course Human Rights & Constitutional Duties (Compulsory ID Course)  
Students can opt. this paper in any semester except the 1<sup>st</sup> Semester. This ID Course is one of the total ID Course of this course.

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**Semester III**

Paper Code	C/E/I	Paper Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
<b>Core Courses</b>									
TTL-301	C	Hospitality Industry	4	--	--	4	20	80	100
TTL-302	C	Executive Communication	4	--	--	4	20	80	100
TTL-303	C	Tourism Organizations	4	--	--	4	20	80	100
TTL-304	C	Components of Tourism	4	--	--	4	20	80	100
TTL-305	C	Tourism Products ( Part -1)	4	--	--	4	20	80	100
ESL-220	C	Environmental Studies (Compulsory ID Course)	3	--	--	0	20	80	100
	I	ID Course to be offered outside the department	3	--	--	3	20	80	100
		<b>Total Credits</b>	23	--	--	23			

**Semester IV**

Paper Code	C/E/I	Paper Title	L	T	P	Total Credits	Mid Sem. Marks	End Sem. Marks	Total Marks
<b>Core Courses</b>									
TTL-401	C	Conference and Event Management	4	--	--	4	20	80	100
TTL-402	C	Travel Agency And Tour Operation	4	--	--	4	20	80	100
TTL-403	C	Tourism Products ( Part-2)	4	--	--	4	20	80	100
TTL-404	C	Basic Economics	4	--	--	4	20	80	100
TTL-405	C	Business Environment	4	--	--	4	20	80	100
TTL-406	C	Tour Package Designing	4	--	--	4	20	80	100
	I	ID Course to be offered outside the department	3	--	--	3	20	80	100
		<b>Total Credits</b>	27	--	--	27			

**BACHELOR OF TOURISM & TRAVEL MANAGEMENT**  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

## Semester V

Paper Code	C/E/I	Paper Title	L	T	P	Total Credits
Core Courses						
TTL- 501	C	Itinerary Preparation	4	--	--	4
TTL- 502	C	Ticketing and Transportation	4	--	--	4
TTL- 503	C	Research Methodology	4	--	--	4
TTL- 504	C	Principles of Marketing	4	--	--	4
TTL- 505	C	Tourism Impacts	4	--	--	4
TTL- 506	C	Tour Guiding	4	--	--	4
	I	Id course	3	--	--	3
Total Credits			27	--	--	27

## Semester VI

Paper Code	C/E/I	Paper Title	L	T	P	Total Credits
Core Courses						
TTL- 601	C	Foreign Language (French)	4	--	--	4
TTL- 602	C	Financial Accounting	4	--	--	4
TTL- 603	C	Tourism Promotion	4	--	--	4
TTL- 604	C	Adventure Tourism	4	--	--	4
TTL- 605	C	Eco Tourism	4	--	--	4
*TTL- 606	C	Field Trip (Activity Based)	4	--	--	4
	I	Id course	3	--	--	3
Total Credits			27	--	--	27

**\*Note: In this semester students will undertake a trip to any popular Destination in India and during the semester they would be submitting a report of the same.**

BACHELOR OF TOURISM & TRAVEL MANAGEMENT  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

## Semester VII

Paper Code	C/E/I	Paper Title	L	T	P	Total Credits
Core Courses						
TTL- 701	C	Emerging Trends in Tourism	4	--	--	4
TTL- 702	C	Air Transport and Cargo Management	4	--	--	4
TTL- 703	C	Organizational Behaviour	4	--	--	4
TTL- 704	C	Entrepreneurship	4	--	--	4
TTL- 705	C	Customer Relationship Management	4	--	--	4
TTL- 706	C	Global Tourism	4	--	--	4
	I	Id course	3	--	--	3
Total Credits			27	--	--	27

## Semester VIII

Paper Code	Paper Title	Total Credits
TTL -801	On The Job Training report	10
TTL- 802	Viva Voce	5
	<b>Total Credits</b>	<b>15</b>

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**COMMUNICATIVE ENGLISH-I**

**Subject Code- ENL-101**

**Credits: 02 (L= 2, T=0, U=0)**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Objective:** To introduce students to the skills and strategies of reading and writing by identifying organizational patterns, spotting classification systems and understanding associations between ideas. This course will prepare students to read a variety of texts and also to communicate more effectively through writing. The course will also pay special attention to vocabulary building.

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**Prescribed Text books:**

- *The Written Word* by Vandana R. Singh, Oxford University Press, NewDelhi.
- *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

**SECTION-A**

“Word List”, “Correct Usage of Commonly used words and Phrases” from the chapter “Vocabulary” given in *The Written Word* by Vandana R. Singh.

**SECTION-B**

Letter- writing as prescribed in *The Written Word* by Vandana R. Singh.

Report writing as prescribed in *The Written Word* by Vandana R. Singh.

**SECTION-C**

Section 1 from *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

**SECTION-D**

Section 2 from *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**PBL 121 :ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ- I (Credit Based)**

**Credits: 2-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**ਸੈਕਸ਼ਨ-ਏ**

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਵੀ :  
(ੳ) ਭਾਈ ਵੀਰ ਸਿੰਘ  
(ਅ) ਧਨੀ ਰਾਮ ਚਾੜ੍ਹਕ  
(ੲ) ਪ੍ਰੋ. ਪੂਰਨ ਸਿੰਘ  
(ਕਵੀ ਦਾ ਜੀਵਨ, ਕਵਿਤਾ-ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਾਵਿ-ਕਲਾ)
- II. ਗੁਰਮੁਖੀ ਔਰਥੋਗਰਾਫੀ ਦੀ ਜੁਗਤ (ਪੱਤੀ, ਮੁਹਾਰਨੀ, ਬਿੰਦੀ, ਟਿੱਪੀ ਤੇ ਅੱਧਕ); ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹ, ਸ਼ਬਦ ਜੋੜ (ਸ਼ੁਧ-ਅਸ਼ੁਧ)

**ਸੈਕਸ਼ਨ-ਬੀ**

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਵੀ :  
(ੳ) ਫਿਰੋਜ਼ਦੀਨ ਸ਼ਰਫ  
(ਅ) ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ  
(ਕਵੀ ਦਾ ਜੀਵਨ, ਕਵਿਤਾ-ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਾਵਿ-ਕਲਾ)
- II. ਲੇਖ ਰਚਨਾ (ਜੀਵਨੀ-ਪਰਕ, ਸਮਾਜਕ ਅਤੇ ਚਲੰਤ ਵਿਸ਼ਿਆਂ ਉੱਤੇ) : 10 ਲੇਖ ਲਿਖਵਾਉਣੇ  
(ਕਲਾਸ ਵਿਚ ਅਤੇ ਘਰ ਲਈ ਅਭਿਆਸ)

**ਸੈਕਸ਼ਨ-ਸੀ**

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਵੀ :  
(ੳ) ਨੰਦ ਲਾਲ ਨੂਰਪੁਰੀ  
(ਅ) ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ  
(ੲ) ਡਾ. ਹਰਿਭਜਨ ਸਿੰਘ  
(ਕਵੀ ਦਾ ਜੀਵਨ, ਕਵਿਤਾ-ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਾਵਿ-ਕਲਾ)
- II. ਸ਼ੁੱਧ, ਅਸ਼ੁੱਧ : ਦਿੱਤੇ ਪੈਰ੍ਹੇ ਵਿੱਚੋਂ ਅਸ਼ੁੱਧ ਸ਼ਬਦਾਂ ਨੂੰ ਸ਼ੁੱਧ ਕਰਨਾ  
(15 ਪੈਰ੍ਹਿਆਂ ਦੇ ਸ਼ੁੱਧ ਅਸ਼ੁੱਧ ਅਭਿਆਸ ਕਰਵਾਉਣੇ)



**BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)**

**ਸੈਕਸ਼ਨ-ਡੀ**

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਵੀ :  
(ੳ) ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ  
(ਅ) ਸੁਰਜੀਤ ਪਾਤਰ  
(ਕਵੀ ਦਾ ਜੀਵਨ, ਕਵਿਤਾ-ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਾਵਿ-ਕਲਾ)
- II. ਅਖਬਾਰੀ ਇਸ਼ਤਿਹਾਰ : ਨਿੱਜੀ, ਦਫ਼ਤਰੀ ਤੇ ਸਮਾਜਕ ਗਤੀਵਿਧੀਆਂ ਨਾਲ ਸੰਬੰਧਤ

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**PBL-122: ਮੁੱਢਲੀ ਪੰਜਾਬੀ**  
(In lieu of Punjabi Compulsory)

**Credits: 2-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**ਪਾਠ-ਕ੍ਰਮ**

**ਸੈਕਸ਼ਨ-ਏ**

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ,  
ਮਾਤ੍ਰਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ)  
ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਤੇ ਵਰਤੋਂ

**ਸੈਕਸ਼ਨ-ਬੀ**

ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ  
ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ  
ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ

**ਸੈਕਸ਼ਨ-ਸੀ**

ਸ਼ੁੱਧ ਅਸ਼ੁੱਧ : ਦਿੱਤੇ ਪੈਰੇ ਵਿੱਚੋਂ ਅਸ਼ੁੱਧ ਸ਼ਬਦ ਨੂੰ ਸ਼ੁੱਧ ਕਰਨਾ।  
ਸਮਾਨਾਰਥਕ ਤੇ ਵਿਰੋਧਾਰਥਕ ਸ਼ਬਦ

**ਸੈਕਸ਼ਨ-ਡੀ**

ਹਫਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਮ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿੱਚ।

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**Punjab History & Culture (1450-1716)**  
**(Special paper in lieu of Punjabi Compulsory)**  
**(For those students who are not domicile of Punjab)**

**HSL:101**

**Credits: 2-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

1. Land and the People.
2. Bhakti Movement

**SECTION-B**

3. Life and Teaching of Guru Nanak Dev.
4. Contribution of Guru Angad Dev, Guru Arjun Dev, Guru Amar Das and Guru Ram Das.

**SECTION-C**

5. Guru Hargobind.
6. Martyrdom of Guru Teg Bahadur

**SECTION-D**

7. Guru Gobind Singh and the Khalsa.
8. Banda Singh Bahadur: Conquests and Execution.

**Suggested Reading**

1. Kirpal Singh(ed.), *History and Culture of the Punjab, Part-ii, Punjabi University, Patiala.* 1990.
2. Fauja Singh (ed.), *History of Punjab, Vol, III Punjabi University, Patiala, 1987.*
3. J.S. Grewal, *The Sikhs of the Punjab, Cup, Cambridge, 1991.*
4. Khushwant Singh, *A History of the Sikhs, Vol. I, OUP, New Delhi, 1990*

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-101: FUNDAMENTALS OF TOURISM**

**Credits:4-0-0**  
**Total Marks: 100**  
**Mid Semester Marks: 20**  
**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION - A**

Historical Development of Tourism, Advances in Transportation, The concept of Tourism, Definition and meaning of tourist, traveler, visitor, excursionist & transit visitor.  
Classification of Tourism: Destination Visited, Purpose of visit, Mode of Travel arrangement- Inclusive travel and Independent travel.

**SECTION – B**

Various Travel Motivations, Maslow's hierarchy of needs model & travel Motivations, Plog's Psychographic classification of tourists and Travel motivations, cultural motivation, Interpersonal motivation, Status and prestige motivation, Physical motivations.

**SECTION – C**

Tourism Product, Features of Tourism Product, Types of Tourism Product, Difference of Tourism product from other consumer products.  
Tourism paradigms-Eco tourism, Green Tourism, Alternate Tourism , Heritage Tourism, Sustainable Tourism, Cultural Tourism, demand & supply in Tourism.

**SECTION - D**

Factors inhibiting growth of Tourism, Travel industry in the 21<sup>st</sup> century  
Future tourism scenario, Factors influencing growth of Tourism  
Domestic and International tourism.

**Suggested Readings:**

1. Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.
2. Hudman, E.L. and D.E. Hawkins, Tourism in Contemporary Society: an introductory text, New Jersey: Prentice Hall.
3. Kamra, K.K. and M. Chand, Basics of tourism: Theory operation and practice, Delhi: Kanishka.
4. Lundberg, D.E., The Tourist Business. New York: Van Nostrand.
5. Reinhold Mill, R.C. and A.M. Morrison, The Tourism System, New Jersey: Prentice Hall  
McIntosh, Robert, W Goeldner, R Charles, Tourism: Principles, Practices and Philosophies. John Wiley and Sons Inc. New York 1990
6. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-102: PRINCIPLES OF MANAGEMENT**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

- **Management:** Functions, Roles and Skills, Universality of Management, Rewards and Challenges of being a Manager.  
Historical Background of Management: Classical Approaches- Scientific Management, General Administrative Theory; Quantitative Approach; Behavioural Approach: Early Advocates of Organisational Behaviour, Hawthorne Studies; The Contemporary Approaches: Systems Approach, Contingency Approach.
- **Decision Making:** Process, Managers making Decisions, Types of Decisions, Decision Making Conditions, Decision Making Styles, Decision making Biases and Errors.

**SECTION B**

- **Planning and Performance:** Goals and Plans, Types of Goals, Types of Plans, Setting Goals and Developing Plans, MBO concepts and steps in MBO, Criticism of Planning, Effective Planning in Dynamic Environments.
- **Designing Organisational Structure:** Work Specializations, Departmentalization and types, Chain of Command, Span of Control, Centralization and Decentralization, Delegation of Authority, Formalization, Mechanistic and Organic Structure; Contingency Factors, Common Organisational Designs.

**SECTION C**

- **Communication:** Functions, Methods and Barriers to Communication. Formal Versus Informal communication.
- **Motivation:** Concept and theories of Motivation: Maslow's Hierarchy of Needs Theory, McGregor's Theory X and Theory Y, Herzberg's Two-Factor Theory, McClelland's Three-Needs Theory, Vroom's Expectancy Theory; Contemporary Issues in Motivation; Cross Cultural Challenges, Dynamics and Motivation Groups of Workers,

**SECTION D**

- **Leadership:** Concept and various theories of Leadership: Behavioural Theories of Leadership-The Michigan Studies, The Ohio State Studies, University of Iowa studies, The Managerial Grid; Fiedler's Contingency Model, Path-Goal Model; Contemporary Views of Leadership-Transformational - Transactional Leadership, Charismatic- Visionary Leadership, Team Leadership.
- **Controlling:** Concept, The Control Process, Tools for Measuring Organisational Performance: Feedforward, Concurrent and Feedback Controls, Financial Controls, Information Controls, The Balanced Score Card Approach; Benchmarking of Best Practices.

**Suggested Readings:**

1. Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
  2. Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.
  3. Jon L Pierce and Donald G Gardner, *Management and Organizational Behaviour*, New Delhi, Thomson, 2007.
  4. Stephen P Robbins, Mary Coulter and Neharika Vohra, *Management*, New Delhi, Pearson, 2011
  5. Sekaran, Uma, *Organizational Behaviour: Text and Cases*, New Delhi, Tata McGraw Hill, 2007.
  6. Steven L. McShane, Mary Ann Von Glinow, Radha R Sharma, *Organisational Behaviour*, New Delhi, Tata McGraw Hill, 2007.
  7. Paul Hersey, Kenneth H Blanchard, Devwey E Johnson, *Management of Organizational Behaviour: Leading Human Resources*, New Delhi, Pearson Education, 2002.
- Philip Sadler, *Leadership*, New Delhi, Kogan Page, 2004.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-103: GEOGRAPHY OF TOURISM IN INDIAN CONTEXT**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION - A**

Fundamentals of geography, Geographical realms of India, flora and fauna of India, states & capitals, seasons of India, climatic regions & their impacts on tourism.

Natural Vegetation, Different Types of Tourism in India: Cultural, Adventure, rural and farm Tourism, Wild life Tourism.

**SECTION – B**

River system of India, Major Wetlands of India.

The Northern Mountains: General Introduction of Himalayas & other ranges, their Importance for religious & Adventure Tourism. Tourist attractions of Shimla, Nainital, Darjeeling.

**SECTION - C**

General Introduction of deserts & central plains. Their importance for cultural & adventure tourism. Tourist attractions of Amritsar, Lucknow, Kolkata.

Desert triangle; Jodhpur, Jaisalmer, Bikaner, desert safaris.

**SECTION – D**

General Features of India Peninsulaplateau with their tourism significance. Tourist attractions of Bhopal, Bangalore, Ooty.

General features of Coastal Regions, Its Significance and Various tourism attraction in the Coastal areas, importance of beach tourism. Important Beaches of Cochin, Chennai, Andaman & Nicobar.

**Suggested Readings:**

1. Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism Oxford: Butterworth Heinemann.
2. Hall C.M. and Stephen, J. Page, The Geography of tourism and recreation. Environment, place & space, London: Routledge.
3. Pearce Douglas, Tourism Today: A Geographical Analysis; New York: Longman.
4. Singh R.L., India- A Regional Geography, Varanasi: National Geographical Society of India
5. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
6. Sarina Singh et. al., India, Lonely Planet Publications

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-104: BASIC STATISTICS FOR DECISION MAKING**

**Credits: 4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION – A**

**Statistics:** Introduction, Importance and Scope of statistics.

**Measures of Central Tendency:** Mean, Median, Mode and Quartiles.

**Measures of Dispersion:** Range, Quartile deviation, Mean deviation and Standard deviation.

**SECTION – B**

**Moments, Skewness and Kurtosis:** Introduction, Moments about the mean, Skewness, Kurtosis.

**Correlation Analysis:** Introduction, types of correlation, measurement of correlation: Karl Pearson's Coefficient of correlation, Spearman's rank correlation.

**SECTION – C**

**Regression Analysis:** Introduction, Utility, Method of Least Squares, Coefficient of regression, Standard error of estimate, Coefficient of determination.

**Index Numbers:** Introduction, Price index numbers, Quantity index numbers, Choice of base for computing index numbers.

**SECTION – D**

**Intrapolation and Extrapolation:** Introduction, Utility, Assumptions, Methods of Intrapolation, Extrapolation (formulae used).

**Time Series and Forecasting:** Introduction, Models of time series analysis, Editing of time series, Measurement of secular trends, Measurement of seasonal variations.

Measurement of cyclical variations.

**Suggested Readings:**

1. Joshi R.C., "Fundamentals of Statistics", New Academic Publishing.
2. D.N. Elhance, Veena Elhance and B.M. Aggarwal – Fundamentals of Statistics (KitabMahal).
3. C.B. Gupta – An Introduction to Statistical Methods (Vikas).
4. R.S. Bhardwaj – Business Statistics (Excel Books).
5. Ajay Goel and Alka Goel – Mathematics and Statistics (Taxmann's).



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BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTS-105: SEMINAR**

**Credits: 0-0-2**

**Total Marks: 100**

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**  
(Student can opt this Paper in 1<sup>st</sup> or 2<sup>nd</sup> Semester)

**SOA : 101 - PROBLEM OF DRUG ABUSE**

**Time: 3 Hours**

**Credit 3-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION – A**

**Meaning of Drug Abuse:**

- 1) Meaning, Nature and Extent of Drug Abuse in India and Punjab.
- 2) Consequences of Drug Abuse for:
 

Individual	:	Education, Employment, Income.
Family	:	Violence.
Society	:	Crime.
Nation	:	Law and Order problem.

**SECTION – B**

**Management of Drug Abuse:**

- (i) Medical Management: Medication for treatment and to reduce withdrawal effects.
- (ii) Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
- (iii) Social Management: Family, Group therapy and Environmental Intervention.

**SECTION – C**

**Prevention of Drug abuse:**

- (i) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.
- (ii) School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

**SECTION – D**

**Controlling Drug Abuse:**

- (i) Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program
- (ii) Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**References:**

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**COMMUNICATIVE ENGLISH-II**

**Subject Code- ENL-151**

**Credits: 02 (L= 2, T=0, U=0)**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Objective:** To introduce students to the skills and strategies of reading and writing by identifying organizational patterns, spotting classification systems and understanding associations between ideas. This course will prepare students to read a variety of texts and also to communicate more effectively through writing. The course will also pay special attention to vocabulary building.

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**Prescribed Text books:**

- *The Written Word* by Vandana R. Singh, Oxford University Press, NewDelhi.
- *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

**SECTION-A**

Practical question on Note Making, Summarizing and Abstracting as given in *The Written Word* by Vandana R. Singh

**SECTION-B**

Practical question on Paragraph writing as prescribed in *The Written Word* by Vandana R. Singh

**SECTION-C**

Theoretical questions based on ABC of Good Notes as prescribed in *The Written Word* by Vandana R. Singh.

Section C from *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

**SECTION-D**

Practical question on Essay writing from *The Written Word* by Vandana R. Singh  
Section 4 from *Making Connections: A Strategic Approach to Academic Reading* by Kenneth J. Pakenham, SecondEdition.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**PBL 131 : ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ - II (Credit Based)**

**Credits: 2-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**ਸੈਕਸ਼ਨ-ਏ**

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਹਾਣੀਕਾਰ :  
(ੳ) ਨਾਨਕ ਸਿੰਘ : **ਭੂਆ**  
(ਅ) ਗੁਰਮੁਖ ਸਿੰਘ ਮੁਸਾਫਿਰ : **ਬਾਗੀ ਦੀ ਧੀ**  
(ੲ) ਸੰਤ ਸਿੰਘ ਸੇਖੋਂ : **ਪੇਮੀ ਦੇ ਨਿਆਣੇ**  
(ਕਹਾਣੀਕਾਰ ਦਾ ਜੀਵਨ, ਕਹਾਣੀ ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਹਾਣੀ ਕਲਾ)
- II. ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਧਾਤੂ/ਮੂਲ, ਵਧੇਤਰ (ਅਗੇਤਰ, ਪਿਛੇਤਰ, ਵਿਉਂਤਪਤ ਅਤੇ ਰੁਪਾਂਤਰੀ), ਸਮਾਸ।

**ਸੈਕਸ਼ਨ-ਬੀ**

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਹਾਣੀਕਾਰ :  
(ੳ) ਸੁਜਾਨ ਸਿੰਘ : **ਬਾਗਾਂ ਦਾ ਰਾਖਾ**  
(ਅ) ਕਰਤਾਰ ਸਿੰਘ ਦੁੱਗਲ : **ਤੈਂ ਕੀ ਦਰਦ ਨਾ ਆਇਆ**  
(ਕਹਾਣੀਕਾਰ ਦਾ ਜੀਵਨ, ਕਹਾਣੀ ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਹਾਣੀ ਕਲਾ)
- II. ਪੈਰ੍ਹਾ ਰਚਨਾ : ਕਲਾਸ ਵਿਚ 10 ਵਿਸ਼ਿਆਂ (ਸਭਿਆਚਾਰ, ਧਾਰਮਕ ਅਤੇ ਰਾਜਨੀਤਕ) 'ਤੇ ਪੈਰ੍ਹਾਰਚਨਾ ਦੇ ਅਭਿਆਸ ਕਰਵਾਉਣੇ।

**ਸੈਕਸ਼ਨ-ਸੀ**

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਹਾਣੀਕਾਰ :  
(ੳ) ਕੁਲਵੰਤ ਸਿੰਘ ਵਿਰਕ : **ਧਰਤੀ ਹੇਠਲਾ ਬੋਲਦ**  
(ਅ) ਨਵਤੇਜ ਸਿੰਘ : **ਦੂਜੀ ਵਾਰ ਜੇਬ ਕੱਟੀ ਗਈ**  
(ੲ) ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ : **ਲੱਛਮੀ**  
(ਕਹਾਣੀਕਾਰ ਦਾ ਜੀਵਨ, ਕਹਾਣੀ ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਹਾਣੀ ਕਲਾ)
- II. ਮੁਹਾਵਰੇ ਤੇ ਅਖਾਣ (ਅਖਾਣ ਤੇ ਮੁਹਾਵਰਾ ਕੋਸ਼ ਵਿਚ) 200 ਮੁਹਾਵਰਿਆਂ ਅਤੇ 100 ਅਖਾਣਾਂ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤਣ ਦੇ ਅਭਿਆਸ ਕਰਵਾਉਣੇ (ਕਲਾਸ ਵਿਚ ਤੇ ਘਰ ਲਈ)।

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**ਸੈਕਸ਼ਨ-ਡੀ**

- I. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ਵਿੱਚੋਂ ਹੇਠ ਲਿਖੇ ਕਹਾਣੀਕਾਰ :  
(ੳ) ਅਜੀਤ ਕੌਰ : **ਬੁੱਤ ਸ਼ਿਕਨ**  
(ਅ) ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ : **ਬੱਸ ਕੰਡਕਟਰ**  
(ਕਹਾਣੀਕਾਰ ਦਾ ਜੀਵਨ, ਕਹਾਣੀ ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਕਹਾਣੀ ਕਲਾ)
- II. ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸੰਬੰਧਕ

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

**PBL-132:ਮੁੱਢਲੀ ਪੰਜਾਬੀ**  
(In lieu of Punjabi Compulsory)

**Credits: 2-0-0**  
**Total Marks: 100**  
**Mid Semester Marks: 20**  
**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸਬਦ ਸ੍ਰਣਾਆ : ਪਛਾਣ ਅਤੇ ਵਰਤ  
(ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਸ਼ਸ਼ਣ)

ਸੈਕਸ਼ਨ-ਬੀ

ਨਿਤ ਵਰਤ ਦਾ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਸਤ-ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰਧੰਦਿਆਂ ਨਾਲ ਸਬੰਧਤ ।

ਸੈਕਸ਼ਨ-ਸੀ

ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ  
ਸਾਧਾਰਨ-ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤ)  
ਸੰਯੁਕਤ-ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)  
ਮਿਸ਼ਰਤ-ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਡੀ

ਪੜ੍ਹਾ ਰਚਨਾ  
ਸੰਖੇਪ ਰਚਨਾ

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**HSL:102**                      **Punjab History & Culture (1717-1947)**  
**(Special paper in lieu of Punjabi Compulsory)**  
**(For those students who are not domicile of Punjab)**

**Credits: 2-0-0**  
**Total Marks: 100**  
**Mid Semester Marks: 20**  
**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION-A**

1. Sikh Struggle for Sovereignty.
2. Ranjit Singh : Conquests, Administration and the Anglo-Sikh Relations.

**SECTION-B**

3. Anglo-Sikh Wars and the Annexation.
4. The Punjab under the British: New Administration, Education and social Change.

**SECTION-C**

5. Economic Changes: Agricultural
6. Socio-Religious Reform Movements.

**SECTION-D**

7. Role of Punjab in the Freedom Struggle.
8. Fairs and Festivals.

**Suggested Reading**

1. Kirpal Singh (ed.), *History and Culture of the Punjab*, Part-II, Punjabi University, Patiala, 1990.
2. Fauja Singh (ed.), *History of Punjab*, Vol, III, Punjabi University, Patiala, 1987.
3. J.S. Grewal, *The Sikhs of the Punjab, Cup, Cambridge, 1991.*
4. Khushwant Singh, *A History of the Sikhs*, Vol. I, OUP, New Delhi, 1990



BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-111: TOURISM MANAGEMENT**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Management of tourism-components of tourisms, accommodations- accessibility- management of environment.

Managing tourism businesses: Key principles, Managing operations in tourism Businesses.  
Tourism and Innovation: challenges for tourism managers.

**SECTION -B**

Management of tourism marketing- Segmentation, marketing mix, tour pricing, demand and supply.

Marketing research: Meaning, Scope, Importance and Process.

**SECTION -C**

Nature and classification of tourism- Nature of tourism: Leiper's Model, TGR, TR, TDR, varied benefits of tourism, Indian concept of classification of tours/tourism.

Planning and Tourism: Need of tourism planning, Essentials of planning, Eight point planning process, Aims of tourism planning, Government & tourism, Government Tourist Strategies.

**SECTION -D**

Infrastructure of tourism Management: Structural components, important tourist Services, The seasonal character of tourism, Suggestions for improvement of tourism.

Tourism organization set up in India- Structure of department of Tourism, NTO & its functions, Crisis and disasters in tourism, Technology and Tourism, The future of Tourism.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**Suggested Readings:**

1. Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.
2. Hudman, E.L. and D.E. Hawkins, Tourism in Contemporary Society: an introductory text, New Jersey: Prentice Hall.
3. Kamra, K.K. and M. Chand, Basics of tourism: Theory operation and practice, Delhi: Kanishka.
4. Lundberg, D.E., The Tourist Business. New York: Van Nostrand.
5. Reinhold Mill, R.C. and A.M. Morrison, The Tourism System, New Jersey: Prentice Hall  
McIntosh, Robert, W Goeldner, R Charles, Tourism: Principles, Practices and Philosophies. John Wiley and Sons Inc. New York 1990
6. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-112: GEOGRAPHY OF TOURISM IN GLOBAL CONTEXT**

**Credits: 4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION –A**

Importance of Geography in Tourism, Brief introductions of continents and oceans, study of maps, Latitude, longitude, Greenwich mean Time, International Date Line, Time Zones, Climatic Zones of the world, Elements of weather and climate, Natural vegetation of the world.

**SECTION -B**

Asia: General geographic features; Physiography, climate, vegetation, main countries and capitals, tourist attractions of Japan, Singapore, Saudi Arabia.

Europe: General features; Physiography, climate, vegetation, main countries and capitals, tourist attractions of France, United Kingdom, Switzerland, Netherlands.

**SECTION - C**

America: General Geographic features of North & South America, Physiography, climate, Vegetation, main countries and capitals, tourist attractions of U.S.A (only 5 destinations), Canada, Brazil, Cuba.

**SECTION -D**

General geographic features of Africa with information about Physiography, climate, vegetation & tourist attractions.

General geographic features of given countries with information about Physiography, climate, vegetation & tourist attractions of Australia, New Zealand.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**Suggested Readings:**

1. Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism Oxford: Butterworth Heinemann.
2. Hall C.M. and Stephen, J. Page, The Geography of tourism and recreation. Environment, place & space, London: Routledge.
3. Pearce Douglas, Tourism Today: A Geographical Analysis; New York: Longman.
4. Singh R.L., India- A Regional Geography, Varanasi: National Geographical Society of India
5. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
6. Darshan Singh Manku: A Regional Geography of the World

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-113: DESTINATIONS OF INDIAN TOURISM**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION - A**

Definition of tourist destination, tourism product and tour package. The various components of a destination.

Popular cultural destinations of India, Study of Rajasthan, Sikkim, Ladakh, Ujjain, Rishikesh, Madhurai.

**SECTION - B**

Historical and Architectural Destinations: Delhi, Agra, Importance of pilgrim tourism and popular sites of religious tourism in India. Uttarakhand Char Dham Yatra, Pushkar and its camel fair.

Buddhist circuits, a trekking tour of Kedarnath and Badrinath.

Pilgrim centres of Himachal Pradesh, Pilgrim centres of Punjab.

**SECTION - C**

Beach Tourism and backwater tourism, popular beaches of India, beaches of Goa- Calangute, Colava, Miramar, Anjuna and Bagatur.

Beaches of Kerala- Charai Beach in Ernakulam, Kovalam in Trivendrum, backwaters of Kerala, a backwater tour from Alleppy to Kumarkom.

**SECTION - D**

Wildlife circuits of India, Jim Corbett Park, Sariska, Bandhavgarh, Kaziranga, Bandipur and Madhumalai. Great Himalayan national park of Kullu.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**Suggested Readings:**

1. Hannam Kevin, Anya Diekmann, Tourism and India: A Critical Introduction, Routledge: Oxon
2. Newsome David, and Susan A. Moore, Natural Area Tourism: Ecology, Impacts and Management, Chanel View Publication
3. Singh R.L., India- A Regional Geography, Varanasi: National Geographical Society of India
4. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
5. Singh Sarina et. al., India, Lonely Planet Publications.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-114: HUMAN RESOURCE MANAGEMENT**

**Credits: 4-0-0**  
**Total Marks: 100**  
**Mid Semester Marks: 20**  
**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

**Human Resource Management:** An Overview

**Strategic Human Resource Management-A Framework:** Concept, Features, Steps, Levels, Types, Benefits, Barriers of Strategy. Differences between SHRM and HRM.

**HR Training and Development:** Concept, Need, Process, Objectives, Strategy & Designing and Implementation, Methods of Training Programme, Levels of Training Evaluation, Impediments to Effective Training.

**SECTION –B**

**Recruitment:** Concept, Factors affecting Recruitment, Sources, Techniques and Problems associated with Recruitment.

**Selection:** Concept, Process, Tests, Interviews and Barriers to effective Selection.

**SECTION –C**

**Performance Appraisal:** Meaning, Purpose, Features, Various Components of Effective Performance Appraisal, Methods and Techniques of Performance Appraisal.

**Job Evaluation:** Meaning, Process and Methods of Job Evaluation.

**Managing Compensation and Employee Remuneration:** Concept, Objectives, Components and Factors Influencing Employee Remuneration. Challenges of Remuneration. Executive Compensation.

**SECTION- D**

**Incentives:** Concept, Importance and Process of Incentives.

**Fringe Benefits:** Concept, Forms and Administration of Benefits.

**Managing Diversity:** Concept, Approaches to Managing Diversity, Challenges in managing employee diversity, Diversity Training.

**Suggested Readings:**

1. Gomez-Mejia, Balkin and Cardy. "Managing Human Resources", PHI Learning Private Limited.
2. K. Aswathapa. "Human Resource and Personnel Management: Text and Cases", New Delhi, Tata McGraw-Hill.
3. Pravin Durai. "Human Resource Management" Pearson Education.
4. Gary Dessler. "Human Resource Management" Pearson Education.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-115: COMPUTER APPLICATIONS IN TOURISM**

**Credits: 3-0-1**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION- A**

Evolution of computers, Simple model of computer, concept of Hardware and Software.  
Computer Fundamentals: Information Concepts and Processing: Definitions, Need, Quality and Value of Information, Data Processing Concepts, Role of IT in Tourism Industry.

**SECTION – B**

Elements of a Computer System: Definitions, Characteristics of Computers, Classification of Computers, Limitations.  
Primary and Secondary Storage Concepts: Data Input/Output Devices, Uses of Internet in Tourism Industry.

**SECTION- C**

Computer Based Reservations Systems (CRS) Global Distribution System (GDS), Uses of AMEDEUS in tourism operations, Making Travel and Tourism Reservations through Internet.

**SECTION- D**

Ticketing Process: Components of an Electronic ticket, types of tickets, Ticket coupons.  
Billing and Settlement Plan (BSP): Meaning, advantages and stages of BSP operations.

**Suggested Readings:**

1. Taxali R.K., PC Software Made Simple: Tata McGraw Hill
2. Raganeman V. Fundamental of Computers : Prentice Hall India
3. Raganeman V.: Analysis & Designing Information System, Prentice Hall India



BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**  
(Student can opt this Paper in 1<sup>st</sup> or 2<sup>nd</sup> Semester)

**SOA : 101 - PROBLEM OF DRUG ABUSE**

**Time: 3 Hours**

**Credit 3-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION – A**

**Meaning of Drug Abuse:**

- 3) Meaning, Nature and Extent of Drug Abuse in India and Punjab.
- 4) Consequences of Drug Abuse for:
 

Individual	:	Education, Employment, Income.
Family	:	Violence.
Society	:	Crime.
Nation	:	Law and Order problem.

**SECTION – B**

**Management of Drug Abuse:**

- (iv) Medical Management: Medication for treatment and to reduce withdrawal effects.
- (v) Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
- (vi) Social Management: Family, Group therapy and Environmental Intervention.

**SECTION – C**

**Prevention of Drug abuse:**

- (iii) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.
- (iv) School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

**SECTION – D**

**Controlling Drug Abuse:**

- (iii) Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program
- (iv) Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**References:**

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-301: HOSPITALITY INDUSTRY**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

**Hospitality** - Services for those away from home, major sectors in service sector like travel, lodging, eating, entertainment and recreation.

Types of hotels and resorts, Classifications, Categorization of hotels.

**SECTION -B**

**Front Office Operations:** Main features of front office department: hierarchy, various divisions, roles, job description.

**Front office Accounting:** Meaning, Objectives, Types, Folios, Postings, Vouchers and their types.

**SECTION -C**

**Information System:** Introduction, Property Management System (PMS), Importance, Types, Examples, Common software options in PMS.

**House Keeping Operations:** Main features of housekeeping department: hierarchy, various divisions, roles, job description.

**SECTION -D**

**Food Production:** Main features of production and service department: hierarchy, various divisions, roles, job description.

**F&B Operations:** Main features of production and service department: hierarchy, various divisions, roles, job description.

**Suggested Readings:**

- Sudhir Andrews, *Hotel Operation Manuals*, Tata McGraw Hill
- Chon K.S. and Raymond, T. Sparrowe, *Welcome to hospitality*, Singapore: Thomson Asia
- Dennis R.Lillicrap. & John .A. Cousins, *Food & Beverage Service* , ELBS
- [https://www.tutorialspoint.com/front\\_office\\_management/front\\_office\\_management\\_information\\_system.htm](https://www.tutorialspoint.com/front_office_management/front_office_management_information_system.htm)
- James Socrates Bardi, *Hotel Front Office Management, 4th Edition*, New York: Wiley
- Raghubalan, *Hotel Housekeeping Operations & Management*, Oxford University Press.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-302: EXECUTIVE COMMUNICATION**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION - A**

Meaning, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Barriers to effective communication.

**SECTION - B**

Formal & Informal, Personal, Inter-personal, Group and Mass, Vertical & Horizontal, Upward & Downward, One-way & Two-way, Verbal & Non-verbal.

**SECTION - C**

Office Correspondence: Note Taking , Different Forms of Written Communication : Memos, Agenda , Minutes of a meeting , etc  
Formal Letters – Invitations, Request, Complaints , Orders and Thanks, Questionnaires / Comment Cards / Feedback forms.

**SECTION - D**

Professional use of telephone, interviews, group discussion and presentations.  
Basic personality traits - dress, address, gestures and manners; self evaluation and development - identification of strength & weaknesses; overcoming hesitation & fear of facing public; corrective & developmental exercises - confidence building, mock interviews, role plays.

**Suggested Readings:**

- Wagen, Lynn Vander, *Communication, Tourism & Hospitality*, Hospitality Press Pvt. Ltd.
- Jitendra, M.D., *Organizational Communication*, Rajat Publications.
- Jon & Lisa Burton, *International Skills in Travel & Tourism*, Longman Group Ltd.
- Rayon, V.Lesikar, John D.Petit, JR Richard D. Irwin, *Business Communication*, INC
- Dr. Indrajit Bhattacharya, *An Approach to Communication Skills*, Dhanpat Rai & Co.(P) LTD.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-303: TOURISM ORGANIZATIONS**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Tourism Organizations and their significance in tourism growth  
Role and Functions of State, national and International tourism organizations Major functions of tourism organizations.

**SECTION -B**

World Tourism Day: Background Concept, Themes, and Celebrations. UFTAA.  
United Nations World Tourism Organization (UNWTO): History, Objectives, Structure and programmes of UNWTO

**SECTION -C**

World Travel & Tourism Council (WTTC): History; Programmes and functions like tourism research and tourism initiatives, members  
Pacific Asia Travel Association (PATA): History, Chapters, Members and Events.  
International Air Transport Association (IATA): History, membership, Areas of Activity, Events.

**SECTION -D**

Travel Agents Association of India (TAAD): History, Charter, Indian Association of Tour Operators (IATO): Agenda, Committees, Programmes, members Federation of Hotel & Restaurant Associations of India (FHRAI): History, Events, membership, publications.

**Suggested URLs:**

1. <http://unwto.org>
2. <http://www.wttc.org>
3. <http://www.iata.org>
4. <http://www.pata.org>
5. <http://www.travelagentsofindia.com>
6. <http://www.iato.in>
7. <http://www.tourism.gov.in>
8. <http://www.incredibleindia.com>
9. <http://www.haryanatourism.gov.in>
10. <http://www.rtdc.in>

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-304: COMPONENTS OF TOURISM**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Approaches to study tourism: Product, Institutional, Managerial, Geographical and Economic Approach; Concept of interdisciplinary approach to study tourism.  
Components of the tourism System. Tourism market- a basket of goods and services.

**SECTION -B**

5 A'S of Tourism, Tourism Product.

Accommodations Industry: Meaning of Accommodation, Types of Accommodation; Accommodation industry through the ages.

**SECTION -C**

Accessibility: A Component of Tourism, Different types of transportations (Rail, Road, Water and Air); Travel Business through the ages.

Tourism Activities: Various types of Tourism Activities.

**SECTION -D**

Linkages between the major components of Tourism Industry.

Tourism Attractions: Various types of Tourism Attractions; Amenities, Affordability.

**Refernces:**

- Cook, R.A., L.J. Yale, and J.J. Marqua, *Tourism: The business of Travel*, New Jersey: Prantice Hall.
- Medlik, S., *Managing tourism*, Oxford: Butterworth Heinemann.
- Mill, R.C. and A.M. Morrison, *The Tourism System*, New Jersey: Prentice Hall.
- Walker, J.R., *Introduction to Hospitality*. New Jersey: Prentice Hall.
- Seth P.N., *Successful Tourism Management*, Sterling Publisher: New Delhi

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-305: TOURISM PRODUCTS (PART-1)**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Major religions of India - Foundations, Major centres in India: Hinduism, Buddhism, Jainism, Islam, Christianity and Sikhism.

Indian Paintings; Various schools of Paintings.

**SECTION -B**

Important Museums and Art Galleries of India.

Religious Tourism: An Overview, Religious Tourism: Concept, Definition and Significance

Major Religious Destinations of India: Hinduism: Four Dhams i.e. Badrinath, Rameshwaram, Puri and Dwarka, Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and Tirupati.

**SECTION -C**

Buddhism & Jainism : Bodh Gaya, Sarnath, Mount Abu, Palitan.

Islam, Christianity and Sikhism: Ajmer, Goa, Patna, Nanded and Amritsar.

Monuments- Qutub Minar, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur).

**SECTION -D**

Popular Tourist Resources- Agra, Jaipur, Khajuraho Temples, Mumbai, Kolkata, Hyderabad, Mahabalipuram, Sun temple of Konark, Ajanta, Ellora, Elephanta and Fatehpur Sikri.

**Suggested Readings:**

- Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi.
- Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co., New Delhi
- Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi
- Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi
- Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols., Oxford University Press, New Delhi

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**ESL 220 ENVIRONMENTAL STUDIES (COMPULSORY PAPER)**

**Credits:4-0-0**  
**Total Marks: 100**  
**Mid Semester Marks: 20**  
**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Teaching Methodologies**

The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2019.

**Exam Pattern:**                    **End Semester Examination- 75 marks**  
   **Project Report/Field Study- 25 marks [based on submitted report]**  
   **Total Marks- 100**

The structure of the question paper being:

**Part-A, Short answer pattern with inbuilt choice – 25 marks**

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII. Each question carries 5 marks. Answer to each question should not exceed 2 pages.

**Part-B, Essay type with inbuilt choice – 50 marks**

Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

**Project Report / Internal Assessment:**

**Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]**

The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM<sub>2.5</sub> or PM<sub>10</sub>) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

**Unit-I**

**The multidisciplinary nature of environmental studies**

Definition, scope and importance, Need for public awareness



**BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)**

**(2 lectures)**

**Unit-II**

**Natural Resources: Renewable and non-renewable resources:**

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
  - Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable lifestyles.

**(8 Lectures)**

**Unit-III**

**Ecosystems**

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

**(6 Lectures)**

**Unit-IV**

**Biodiversity and its conservation**

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

**(8 Lectures)**

**Unit-V**

**Environmental Pollution**

Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

**BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)**  
**(CREDIT BASED EVALUATION AND GRADING SYSTEM)**

**(8 Lectures)**

**Unit-VI**

**Social Issues and the Environment**

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

**(7 Lectures)**

**Unit-VII**

**Human Population and the Environment**

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

**(6 Lectures)**

**Unit-VIII**

**Field Work**

- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems-pond, river, hill slopes, etc

**(Field work equal to 5 lecture hours)**

**References:**

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-IV)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-401: CONFERENCE AND EVENT MANAGEMENT**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Event Management: Role of events for promotion of tourism, Types of Events- Cultural, festivals, religious, business etc. Need of event management, key factors for best event management.

**SECTION -B**

Event Planning, Event Marketing, Event Evaluation.

Management of Conference at Site, Trade shows and exhibitions, types of shows, benefits, major participants, organization and membership, evaluation of attendees.

Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

**SECTION -C**

History and function of ICCA, Role of ICCA, Roles and function of ICIB.

Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services.

**SECTION -D**

Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

**Suggested Readings:**

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-IV)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-402: TRAVEL AGENCY AND TOUR OPERATION**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Travel agency- meaning and history, development of travel agency business, popular travel agencies of India, tour operators, difference between tour operators and travel agents.

**SECTION -B**

Various departments in a travel agency and Functions of travel agency, Organizational chart of a standard travel agency. Need of a travel agency for the tourists.  
Types of Travel Agencies.

**SECTION -C**

Setting up travel agency/tour operation business:- Government and IATA rules for getting approval, Documentation, Sources of earning: commissions, service charges etc.  
Interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues related with travel agency business.

**SECTION -D**

Concept of Destination Management Companies. Case study of Kuoni India Ltd., Thomas Cook India Ltd., Cox and Kings. Role of IATO and TAAI in the development of travel agency business in India.

**Suggested Readings:**

- Mohinder Chand, *Travel Agency Management*, Anmol: Delhi
- Chunk, James, Dexter & Boberg, *Professional Travel Agency Management*. Prentice Hall Publication
- Fay Betsy, *Essentials of Tour Management*, New Jersey: Prentice Hall Publication.
- Negi J.M., *Travel Agency and Tour Operation: Concepts and Principles*, New Delhi: Kanishka Publishers & Distributors.
- Holloway, J. c., *The Business of Tourism* (1983), Mac Donald and Evans,
- Plymouth.Syratt Gwenda, *Manual of Travel Agency Practice*,
- Butterworth Heinmann,London, 1995
- Stevens Laurence, *Guide to Starting and Operating Successful Travel*

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-IV)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-403: TOURISM PRODUCTS (PART-2)**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Festivals of India - Background, importance and popular places: Ganapati-puja, Diwali, Holi, Dussehara, Puja-Navaratra, Durga Puja, Baisakhi, Janmashtami, Pongal, Onam, Id, Muharram, Gurpurab, Christma.

**SECTION -B**

Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi.  
Popular Fairs of India - Background, importance and popular places: Kullu-Dussehra, Maghi Mela, Hola Mohalla, Pushkar, Kumbh Melas, Taj Mahotsava

**SECTION -C**

Popular Indian Cuisines  
Traditional Dresses and Ornaments, Dances of India.  
Handicrafts of India

**SECTION -D**

World Heritage Sites of India  
Medical Tourism in India, Major Destinations, Medical Tourism in Multi-Specialty Hospitals in India, Potential impact of Medical Tourism on the health workforce and health systems in India.

**Suggested Readings:**

- Agrawal V.S.: *The Heritage of Indian Art*, Govt. of India Publication.
- Basham A L: *The wonder that was India*, Tapling Publishing Co., New York
- Christopher Tadgell : *The History of Architecture in India*, Penguin, New Delhi
- Daljeet and PC Jain: *Indian Miniature Paintings*, Brijwasi Art Press
- Dalmia Yashodhra: *Contemporary Indian Art: Other Remedies* , Marg Publisher, Mumbai
- Luniya B.N.: *Ancient Indian Culture*, Laxmi Narain Educational Publisher, Agra
- Venkataraman Leela: *Indian Classical Dance*, Roli Books
- Thapar Romila and Percival Spear: *History of India*, Orient Longman, New Delhi.
- Sarina Singh et. al., *India*, Lonely Planet Publications, Australia

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-IV)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-404: BASIC ECONOMICS**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View. Nature, Scope and Application of Managerial Economics in Tourism.

**SECTION -B**

Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus; Tourism Demand Analysis: Law of Demand, Determinants of Demand, Elasticity of Demand, Demand forecasting.

**SECTION -C**

Economics of Production Analysis: Return to scale, Law of Returns and Production Function, Concept of Profit and Break-even Analysis.

**SECTION -D**

Concept of Price determination: Price determination under perfect competition, monopolistic competition, monopoly and oligopoly.

**Suggested Readings:**

- Chopra O.P., *Managerial Economics*, Tata MC Graw Hill.
- Mehta P.L., *Managerial Economics*, Sultan Chand New Delhi.
- Agarwal H.S., *Micro Economics*, Ane Books.
- Jeoldean, *Managerial Economics*: Prentice Hall of India.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-IV)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-405: BUSINESS ENVIRONMENT**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Introduction and definition of business and its emergence in the 21st century. The concept of environment, components of environment: economic, political, legal, social, technological & international. Need to scan the business environment and techniques of scanning the business environment.

**SECTION -B**

**Political Environment:** Three political institutions- Legislature, Executive and Judiciary. Fundamental rights and Directive Principles of state policy.

**Economic Environment:** Economic systems, economic planning in India.

**Social Environment:** social responsibility of business, consumerism.

**SECTION -C**

**Legal Environment:** company regulatory legislations in India, Foreign Exchange regulations in light of liberalization policies.

**Technological Environment:** Impact of technology on business.

**SECTION -D**

**International Environment:** Emergence of globalisation. Control of foreign direct investment, benefits and problems from MNCs. WTO, its role and functions, implications for India.

**Salient features of GST** (Goods and Services Tax)

**Suggested Readings:**

- Aswathappa, *Essential of Business Environment*, New Delhi:Himalaya Publication.
- Jastin Paul, *Business Environment*, Tata McGraw-Hill Publishers.
- Sengupta, *Government & Business*, 6<sup>th</sup> ,Delhi: Vikas Publication.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-IV)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

**TTL-406: TOUR PACKAGE DESIGNING**

**Credits:4-0-0**

**Total Marks: 100**

**Mid Semester Marks: 20**

**End Semester Marks: 80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION -A**

Tour Packaging – Definition – Types - Forms and Components of Package Tour, Advantages and Disadvantages of Package Tour, Negotiation of Package Tour.

**SECTION -B**

Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.  
Case study of promotion of popular tour packages by leading tour operators.

**SECTION-C**

Costing a Tour: Components, Considerations- Types of Costs, FIT Costing and Group Costing, Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc.

**SECTION -D**

Product Oriented Package Tours and Special Interest Tours: Adventure tours- MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours- Rural/Village tour.

**Suggested Readings:**

- Mohinder Chand, *Travel Agency Management*, Anmol: Delhi
- Chunk, James, Dexter & Boberg, *Professional Travel Agency Management*. Prentice Hall
- D.L. Foster, *The Business of Travel Agency Operations and Management*. Singapore: McGraw Hill.
- Fay Betsy, *Essentials of Tour Management* New Jersey: Prentice Hall.
- Negi J.M., *Travel Agency and Tour Operation: Concepts and Principles*, New Delhi: Kanishka Publishers & Distributors.
- Sarina Singh et. al, *India*, Lonely Planet Publication



BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-V)  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

**TTL- 501: ITINERARY PREPARATION**

**Credits:4-0-0**

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do's and don'ts of itinerary preparation - limitations and constraints.

Custom made itinerary and readymade itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.

**First Minor Test: One Hour**

Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Rajasthan, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari, Jammu and Kashmir, Kerala.

**Second Minor Test: One Hour**

Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.

Popular outbound Itineraries of Singapore, Malaysia, Thailand , Europe Tour, Australia Tour.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. Mohinder Chand, *Travel Agency Management*, Anmol: Delhi
2. Chunk, James, Dexter & Boberg, *Professional Travel Agency Management*. Prentice Hall
3. D.L. Foster, *The Business of Travel Agency Operations and Management*. Singapore: McGraw Hill.
4. Fay Betsy, *Essentials of Tour Management* New Jersey: Prentice Hall.
5. Negi J.M., *Travel Agency and Tour Operation: Concepts and Principles*, New Delhi: Kanishka Publishers & Distributors.
6. Sarina Singh et. al, *India*, Lonely Planet Publication

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-V)  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

**TTL- 502: TICKETING AND TRANSPORTATION**

**Credits:4-0-0**

Introduction to tourism transportation as an essential feature of tourism infrastructure. Growth and development of transport industry. Types of transport, Air, Water and Surface.

Organization of the air transport industry in the international context. Scheduled and non scheduled airline services.

**First Minor Test: One Hour**

CRS and GDS, Rail transport network, Popular tourists trains, Water transport system in Indian history, Road transport in India.

IATA city code and airport code, airline designation code, minimum connecting time, global indicator, familiarization with Air tariff: currency regulation, NUC conversion factors, general rules.

**Second Minor Test: One Hour**

Introduction to air fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS).

Familiarization with TIM: passport, visa, currency regulation, custom regulation, health regulation and airport tax. Passenger needing special attention, Credit Cards: concepts, benefits, eligibility criteria, validity, insurance cover, different types of credit card.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. ABC (red and blue) by IATA
2. Travel Information Manual (TIM ) by IATA
3. Mohinder Chand, *Travel Agency Management*, Anmol: Delhi
4. Chunk, James, Dexter & Boberg, *Professional Travel Agency Management*. Prentice Hall
5. D.L. Foster, *The Business of Travel Agency Operations and Management*. Singapore: McGraw Hill.
6. Fay Betsy, *Essentials of Tour Management* New Jersey: Prentice Hall.
7. Negi J.M., *Travel Agency and Tour Operation: Concepts and Principles*, New Delhi: Kanishka Publishers & Distributors.

**TTL- 503: RESEARCH METHODOLOGY**

**Credits:4-0-0**

Introduction: Meaning, objectives and significance of research, types of research, research process. Ethics in research. Tourism research: Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India. Need for tourism market research.

**First Minor Test: One Hour**

Research Design: Meaning, need and features. Types of research design: Exploratory, Descriptive and Causal design (After only, Before After, Before After with control group), Sampling Techniques.

Sources of Data Collection, Questionnaire and Questionnaire design process, Measurement concept and levels of measurements – Nominal, Ordinal, Interval and Ratio, Comparative and Non-comparative scaling techniques.

**Second Minor Test: One Hour**

Hypothesis formulation, Type I and Type II Errors, Testing of Hypothesis: Z test, T test (one sample, two sample, paired sample T test)

Report writing and presentation: substance of reports, format of reports, presentation of reports.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. Gaur, A.S. and Gaur, S.S. *Statistical Methods for Practice and Research*, New Delhi: Response books.
2. Krishnaswami, O.R. and Ranganatham, M. *Methodology of research in social sciences*, 2/e, Mumbai: Himalaya Publishing House.
3. Punch, Keith, F., *Survey research – the basics*, New Delhi: Sage Publications.
4. Walliman, Nicholas. *Social research methods*, New Delhi: Sage Publications.
5. Chandan, J.S. *Statistics for business and economics*, New Delhi: Vikas Publishing House Pvt. Ltd.

**TTL- 504: PRINCIPLES OF MARKETING**

**Credits:4-0-0**

**Marketing:** meaning and nature, importance, scope of marketing.

**Foundations of Marketing:** Needs, Wants and Demands; Products and Services.

**Marketing Concepts:** The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept, Holistic Concept.

Segmentation, Targeting & Positioning of the Market: Need and Basis of Segmentation, Targeting and Positioning Strategies.

The Scanning and Analyzing of Marketing Environment.

**First Minor Test: One Hour**

**Marketing Mix:** 4 P's of Marketing.

**Marketing Research:** Meaning, Importance, Scope, and Process.

**Product Decision:** Product Mix & Its Components, Packaging and Labeling Decisions, New Product Development Process; Product Life Cycle.

**Pricing Decisions:** Pricing Objectives, Factors influencing Pricing Decision, Pricing Methods & Strategies.

**Second Minor Test: One Hour**

**Distribution Decisions:** Factors affecting channels of distribution, Types and Functions of Wholesalers and Retailers.

**Promotion Decisions:** The Marketing Communication Process, Promotion Mix and Its Components; Factor affecting Promotion Mix; Managing Mass Communications; Managing Personal Communications; Managing Integrated Marketing Communications.

Managing Brands and Brand Equity.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. Keller, Kevin, Koshy A, Kotler, Philip and Jha Mithileshwar, "Marketing Management: A South Asian Perspective", Pearson Education, 13th Edition, 2009.
2. Kotler, Philip, "Marketing Management: Analysis, Planning, Implementation and Control", Macmillan, New Delhi.
3. Kotler, Philip and Armstrong G., "Principles of Marketing", Prentice Hall of India, New Delhi.
4. Ramaswamy, V.S. and Namakumari, S. "Marketing Management: Planning and Control", Macmillan, New Delhi.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-V)  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

**TTL- 505 : TOURISM IMPACTS**

**Credits:4-0-0**

Understanding Environment, Impacts - Meaning and Types, Tourism development at global level, cost – benefit analysis of tourism, Important global organisations in tourism, Carrying Capacity, Various stakeholders in tourism development and their role in development.

**First Minor Test: One Hour**

Social and Cultural Impacts of Tourism: Positive and Negative socio--cultural impacts of Tourism, Inherent issues and concepts.

Economic impacts of tourism, positive and negative impacts, Multiplier effect.

**Second Minor Test: One Hour**

Environmental Impact of Tourism, Environmental Impact Assessment. Environmental and Social Accounting and Auditing.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. Holloway, J. C. (1994), *The Business of tourism*, Pitman Publishing, London.
2. Medlik, S. (1997), *Understanding tourism*, Butterworth Hinemann, Oxford.
3. Peter E. Murphy, *Tourism: A Community Approach* , New York, Methuen.
4. Inskip E., *Tourism Planning: An integrated and Sustainable Approach*.

**TTL- 506: TOUR GUIDING**

**Credits:4-0-0**

Tour Guiding: Concept-History-Dimensions and Present Status, Role and Responsibilities of Tour Guide, Code of Conduct for tour guides, Personal hygiene and grooming checklist for tour guides, Principles of Tour Guiding, Occupational Skill Standards -How to develop tour guiding skills.

**First Minor Test: One Hour**

Dealing with tourist arrivals and departures, Communication for tour guiding-Language –Posture and Presentation, Roadblocks in Communication, Speaking faults, Body language.

Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing, Linking commentary with what to be seen, Managing difficult situations, Handing Complaints.

**Second Minor Test: One Hour**

First Aid: Importance and General procedures.

Visitor interpretation: Concept-Principles and Types, How to develop good interpretation skills- Popular understanding of a place, Nature interpretation.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. Negi Jagmohan, *Tourist Guide and Tour Operations: Planning and Organizing*. Kanishka New Delhi
2. Mohinder Chand, *Travel Agency Management*, Anmol: Delhi
3. Ernie Health & Geoffrey Wall, *Marketing Tourism Destinations*. John Wiley & Sons. Inc.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-VI)  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

**TTL-601: FOREIGN LANGUAGE (BASIC FRENCH)**

**Credits: 4-0-0**

Adjectives, Prepositions, Articles, Verbs, Present Tense

**First Minor Test: One Hour**

Near Future Tense, Irregular Verbs, General Questions, Reflexive Verbs

**Second Minor Test: One Hour**

Dialogues, Essay, Translation, Introduction to Past and Future Tenses, Grammar, Vocabulary Specific to Tourism and Travel.

**Final Examinations: Three Hours**

**Prescribed Book:**

“CONNEXIONS-1” by Regine Merieux & Yves Loiseau Published by Didier( Unit 1-6).

**TTL-602: FINANCIAL ACCOUNTING**

**Credits:4-0-0**

**Introduction to Accounting:** Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP). Primary and Secondary Books.

**Account Records:** Principles of Double Entry System.

Journal Entries, Ledger, Subsidiary Books – Cash, Sales & Purchase books.

**First Minor Test: One Hour**

**Trial balance:** Meaning, method, advantage, limitations (practicals).

**Bank Reconciliation Statement:** Meaning, Reasons for difference in Pass Book and Cash Book Balances, Preparation of Bank Reconciliation Statement (No Practical's).

**Depreciation:** Importance, Causes, Methods

**Second Minor Test: One Hour**

**Capital and Revenue Expenditure:** Meaning, Definition of Capital and Revenue Expenditure, Income and Expenditure Account, Receipt and Payment Account (no practicals).

**Final Accounts:** Meaning, Procedure for preparation of Final Accounts, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet, Adjustments (Only four): Closing Stock, Pre-paid Income and Expenses, Outstanding Income and Expenses.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. Pandey, I.M., *Financial Management*, Vikas Publishing, New Delhi.
2. Khan, M.Y., *Financial Management*, Tata Mc. Grand Hill Publishing Co. Ltd., New Delhi.
3. Sharma, R.K. and Shashi K. Gupta, *Management Accounting*, Kalyani Publisher, Ludhiana.
4. Gupta, R.L., *Booking keeping & Accounting*, Sultan Chand, New Delhi
5. Grewal T.S., *Introduction to Accounting*, S. Chand
6. Khan and Jain, *Cost Accountancy*, Tata Mc Graw Hill



**TTL-603: TOURISM PROMOTION**

**Credits:4-0-0**

Tourism Attractions: Definition. Characteristics, Typology, Criteria for tourist attractiveness. Development and design of tourist attractions. Destination Life Cycle. Tourism Promotion Mix, World Tourism Day helps in Tourism Promotion.

**First Minor Test: One Hour**

Advertising Decisions: Meaning and advertising process, Role of advertising in tourism, Advertising objectives and budgets, Copy formulations and advertising appeals and their execution, media alternatives and media selection.

Personal Selling – Meaning and its role in tourism promotion, Tourist Information Centres & their management, Sales force decisions. Personal selling in tourism.

**Second Minor Test: One Hour**

Public Relations – The concept of Public Relations, Significance, Methods & techniques of public relations, Role of various promotional units. Sales promotion – Meaning & Scope in tourism industry. Various sales promotional techniques.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. Philip Kotler, Kevin Keller, Abraham Koshey and Mithileshwar Jha. *Marketing Management: South Asian Perspective*, 12th Edition. New Delhi: Pearson Education.
2. Ramaswamy, V.S. and Namakumari, S. *Marketing Management: Planning, Control*. New Delhi: MacMillian.
3. Enis, B M. *Marketing Classics: A Selection of Influential Articles*. New York: McGraw Hill.
4. William D. Perreault, Jr. & E. Jerome McCarthy, *Basic Marketing: A Global Managerial Approach*, New Delhi: Tata Mc Graw-Hill.

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-VI)  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

**TTL-604: ADVENTURE TOURISM**

**Credits:4-0-0**

Introduction of Adventure Tourism, Definition and history of adventure tourism, various components of adventure tourism.

Types of adventure tourism (land, air and water), various adventure tourism activities and major centres in India.

**First Minor Test: One Hour**

Training in adventure tourism, popular adventure programs in India, role of adventure tourism guides. Tools and techniques of communication in adventure operations, different grades of adventure (trekking, rafting and climbing).

**Second Minor Test: One Hour**

Role and history of IMF in developing the adventure tourism in India, history and development of mountaineering institutes of India, Role of ATOAI in promoting adventure tourism in India.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. Negi Jagmohan, *Adventure Tourism and Sports: Risks and Challenges* (a set of 2 volumes), Delhi: Kanishka
2. Malik, S.S., *Adventure Tourism*, Delhi: Rahul
3. Adventure Travel Report, 1997. <http://www.tia.org/pubs/domestic.asp?PublicationID=40>
4. Adventure Travel Society, 2001. [http://www.adventuretravel.com/research\\_definitions.htm](http://www.adventuretravel.com/research_definitions.htm)
5. Seth P.N., *Successful Tourism Management*, Sterling Publisher: New Delhi

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-VI)  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

**TTL-605: ECO TOURISM**

**Credits:4-0-0**

Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism. Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves.

**First Minor Test: One Hour**

Eco Tourism Resources in India: Biosphere reserves, wetlands, coral reefs, desert ecotourism. Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism- Agenda – 21 for Travel and Tourism Industry, benefit and issues of Sustainable Tourism Development.

**Second Minor Test: One Hour**

Green tourism, Alternate tourism, Heritage tourism.

Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation.

**Final Examinations: Three Hours**

**Suggested Readings:**

1. Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.
2. Hudman, E.L. and D.E. Hawkins, Tourism in Contemporary Society: an introductory text, New Jersey: Prentice Hall.
3. Kamra, K.K. and M. Chand, Basics of tourism: Theory operation and practice, Delhi: Kanishka.
4. Lundberg, D.E., The Tourist Business. New York: Van Nostrand.
5. Reinhold Mill, R.C. and A.M. Morrison, The Tourism System, New Jersey: Prentice Hall  
McIntosh, Robert, W Goeldner, R Charles, Tourism: Principles, Practices and Philosophies. John Wiley and Sons Inc. New York 1990
6. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-VI)  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

**TTL-606: FIELD TRIP (ACTIVITY BASED)**

**Credits:4-0-0**

In this semester students will undertake a trip to any popular Destination in India and during the semester they would be submitting a report of the same. Student presentations would be organised based on their reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. Panel will give students feedback on their reports. Students would submit a final report, which will be evaluated by an internal examiner, nominated by the University, out of 100 marks.

### **TTL-701: EMERGING TRENDS IN TOURISM**

**Credits:4-0-0**

Concepts of emerging trends and dimensions in tourism, Major emerging types of tourism in India– Eco tourism, Green tourism, Alternate tourism, Heritage tourism, Sustainable tourism, Cultural tourism. Rural Tourism- concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden.

#### **First Minor Test: One Hour**

MICE- Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

#### **Second Minor Test: One Hour**

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism.

#### **Final Examinations: Three Hours**

#### **Suggested Readings:**

- Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.
- Hudman, E.L. and D.E. Hawkins, Tourism in Contemporary Society: an introductory text, New Jersey: Prentice Hall.
- Kamra, K.K. and M. Chand, Basics of tourism: Theory operation and practice, Delhi: Kanishka.
- Lundberg, D.E., The Tourist Business. New York: Van Nostrand.
- Reinhold Mill, R.C. and A.M. Morrison, The Tourism System, New Jersey: Prentice Hall
- McIntosh, Robert, W Goeldner, R Charles, Tourism: Principles, Practices and Philosophies. John Wiley and Sons Inc. New York 1990
- Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi

## **TTL-702: AIR TRANSPORT & CARGO MANAGEMENT**

**Credits:4-0-0**

Air transport, concept of air lines, domestic and international airlines in India, freedoms of air, Bermuda convention, Chicago convention, Warsaw convention, Roles and functions of DGCA, IATA and ICAO.

### **First Minor Test: One Hour**

Air Traffic Control: - Management, process and function of Air Traffic Control, air craft procedures. Growth and development of freight industry, relevance and importance of cargo industry, air craft cargo configuration, capacity familiarization, limitations of weight and special loads.

### **Second Minor Test: One Hour**

OAG (Official Airline Guide) Packaging, marking and labelling of consignment, acceptance of cargo, introduction of airway bill, Introduction to G.C.R., S.C.R, C.C.R, ADD ON and LCP rate structures. Dangerous goods and live animal regulations.

### **Final Examinations: Three Hours**

#### **Suggested Readings:**

- OAG and the Air Cargo Tariff (Red and Green)
- Travel Information Manual (TIM) – IATA
- Dangerous goods regulations – Manual (IATA)
- Live Animal Regulations – Manual (IATA)
- Dhar Prem Nath, *Global Cargo Management: Concept, Typology, Law and Policy*, Delhi: Kanishka
- <http://www.oag.com/>

### **TTL-703: ORGANIZATIONAL BEHAVIOUR**

**Credits:4-0-0**

Foundations of Organisational Behaviour: - The nature and determinants of organisational behaviour, need for knowledge of OB, contributing disciplines to the field, OB Model, Individual Behaviour: Biographical characteristics, Ability, Learning Values, Attitudes & Job satisfaction.

#### **First Minor Test: One Hour**

Work Motivation: Early Theories (Mc. Gregory's Theory X & Y, Abraham Maslow's Need Hierarchy Theory Herzberg's Two Factor Theory) & Contemporary Theories & Application of Motivation Theories.

Personality , Myers Briggs Type Indicator, Emotions, Perception.

#### **Second Minor Test: One Hour**

Leadership: Basic Approaches (Trait Theories, Behavioural Theories & Contingency Theories) & Contemporary Issues in Leadership.

Group Behaviour: Types of Groups, Stages of Group Development, Group Decision Making, Understanding Teamwork: Types of Teams, Creating Effective teams, Organisation culture: Organisational Change & Stress Management.

#### **Final Examinations: Three Hours**

#### **Suggested Readings:**

- Stephen P. Robbins, *Organizational Behavior*. Pearson Education.
- Fred Luthans. *Organizational Behavior*. Mc Grawhill
- Steven Mc Shane & Radha R Sharma & Von Glinow. *Organizational Behavior*. Mc Grawhill
- Aswathapa, *Organizational Behavior*. Delhi: Himalaya Publishing House

### **TTL-704: ENTREPRENEURSHIP**

**Credits:4-0-0**

- Entrepreneurship: Concepts, nature and functions.
- Characteristics and Roles of an Entrepreneur.
- Classification and types of Entrepreneurs.
- Social Responsibility of an Entrepreneur towards various Stakeholders.
- Role of Entrepreneurship in Economics Development.

#### **First Minor Test: One Hour**

- Entrepreneurship motivation.
- Developing Creativity and Understanding Innovation.
- Entrepreneurial Decision Process.
- Micro, small and medium Enterprises:- Meaning and process of Setting Up a Small Business Enterprise
- Generation and Screening of project ideas; Sources and methods.

#### **Second Minor Test: One Hour**

- Entrepreneurship Development Program: Meaning and objectives of EDPs, Role of EDP in Entrepreneurial Development.
- Environment Assessment: Macro and Micro view.
- Developing an Effective Business Plan.
- Identifying various sources of finance

#### **Final Examinations: Three Hours**

#### **Suggested Readings:**

- Mohanty, Sangram Keshari, *Fundamentals of entrepreneurship*, New Delhi: Prentice Hall of India.
- Sido-online. Portal of MSME, Government of India ([www.smallindustryindia.com](http://www.smallindustryindia.com))
- Scarborough, N.M. and Zimmerer, T.W. , *Effective Small Business Management*, 5/e, New



## **TTL-705: CUSTOMER RELATIONSHIP MANAGEMENT**

**Credits:4-0-0**

**Customer Relationship Management:** Meaning, Emergence of CRM Practice, Factors Responsible for Growth of CRM, CRM Cycle, Stakeholders in CRM, Significance of CRM.

**Customer Retention and Customer Experience Management:** Changing Roles of CRM, Customer Retention Management, Reasons for Customer Switching, Strategies for Customer Retention, Customer Recall Management, Customer Recall Strategies, Customer Experience Management (CEM) Strategy.

**Emerging Concepts and Perspectives in CRM:** CRM Cost-Benefit Analysis, Customer Value, Customer Lifetime Value, Customer Profitability, Customer Classification Based on Customer Profitability, Customer Profitability as Strategic Measurement Tool, Customer Profitability and Company Value, CEM and Customer Profitability Management, Enterprise Marketing Management (EMM) Strategy, CRM-EMM Comparison.

**First Minor Test: One Hour**

**Employee Factor in Customer Relationship Management:** Employee-Organization Relationship, Role of Employee Satisfaction on Customer Satisfaction, Implications of Employee Customer Linkage, Factors Effecting Employee Behavior Towards Customers, Essentials of Building Relationship with Employees through Employee Relationship Management, Model for Employee's Customer Orientation

**Customer Satisfaction:** Meaning, Rationale, Components of Customer Satisfaction, Customer Satisfaction Models, Measuring Customer Satisfaction, The ISO Guideline, Customer Satisfaction Index, The Common Measurement Tools (CMT), Kano Model.

**Customer Loyalty:** Concept and Significance, Customer Loyalty Ladder, Loyalty Principles, Dimensions of Loyalty, Determinants of Loyalty, Categories of Loyalty, Factors Affecting Customer Loyalty, The Customer Loyalty Grid.

**Second Minor Test: One Hour**

**Technological Developments in CRM:** CRM to e-CRM-A Changing Perspective, e-CRM: an Information Technology Tool, Features and Advantages of e-CRM, Technologies of e-CRM, Functional Components of CRM Solution:- Sales Applications, Marketing Applications, Customer Service and Support Applications, Important CRM Software Programs, Applications of e-CRM.

**Information Technology Implementation in CRM:** Introduction, Customer Interaction Issues of Business, Database Management, Database Construction, Data Warehousing, Data Warehousing Architecture and Storage, Approaches in Data Warehousing, Data Mining, Characteristics of Data Mining, Data Mining Tools and Techniques.

**Final Examinations: Three Hours**

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-VII)  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

**Suggested Readings:**

- Rai, Alok Kumar, "Customer Relationship Management- Concepts & Cases", Prentice Hall of India, New Delhi.
- Barnes, James G., "Secrets of Customer Relationship Management", McGraw Hill, New Delhi.
- Kincaid, Judith, "Customer Relationship Management: Getting it Right", Pearson Education, New Delhi.
- Peelen, Ed, "Customer Relationship Management", Pearson Education, New Delhi.
- Anderson, Kristin and Carol Kerr, "Customer Relationship Management", McGraw Hill, New Delhi.
- Sheth, Jagdish N., Parvatiyar Atul, & Shainesh, G., "Customer Relationship Management: Emerging Concepts, Tools and Applications", McGraw Hill, New Delhi.
- Gosney, John W., Thomas P., "Customer Relationship Management Essentials", Prentice Hall of India, New Delhi.

### **TTL-706: GLOBAL TOURISM**

**Credits:4-0-0**

International scene of tourism. Top ranking countries in terms of tourist arrivals & receipt. Countries generating tourists. Regional tourism concentrations in terms of International tourism (WTO Regions), Reasons for such tourism concentrations and disparities. Major issues affecting global tourism.

#### **First Minor Test: One Hour**

Overview (tourism magnitude, important destinations and types of tourism) of tourism in selected European Countries: UK, France, Germany, Switzerland, Spain and Italy.

Overview (tourism magnitude, important destinations and types of tourism) of tourism in selected Asian Countries: China, Nepal, Sri Lanka, Singapore, Malaysia and Thailand.

#### **Second Minor Test: One Hour**

Overview (tourism magnitude, important destinations and types of tourism) of tourism in selected Countries: US, South Africa, Kenya, Australia and New Zealand.

#### **Final Examinations: Three Hours**

#### **Suggested Readings:**

- Seth P.N., Successful Tourism Management, (Vol.1), New Delhi: Sterling Publisher.
- Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism, Oxford: Butterworth Heinemann.
- Hall C.M. and Stephen, J. Page, The Geography of tourism and recreation. Environment, place & space, London: Routledge.
- Pearce Douglas, Tourism Today: A Geographical Analysis; New York: Longman.
- Specific Country Guide Books of Lonely Planet Publication.

### **TTL- 801: ON THE JOB TRAINING REPORT**

The objective of this course is to enable students to

- develop and relate theory to practice
- help themselves in making an informed career choice after exposure to the actual work environment
- observing the systems, processes, interactions and human relations in the organization
- get an opportunity to understand the expectations of industry

**Evaluation:** Student presentations would be organised based on their project reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their project reports. Based on feedback, students would submit a final project report which would be evaluated by an external examiner, nominated by the University, out of 100 points.

- PowerPoint presentation on a CD, based on the training report.

### **TTL- 802: VIVA-VOCE**

There shall be a comprehensive oral examination at the end of the programme that will test student on his comprehension of the discipline as a whole.

**Evaluation:** This comprehensive oral examination would be evaluated by an external examiner, nominated by the University, out of 100 points. This viva would cover whole curriculum of Programme and general understanding of tourism business.