

**UTKAL UNIVERSITY OF CULTURE
BHUBANESWAR**

BTTM Syllabus for 2016-17

SEMESTER – I

Paper	Course Code	Course Title	Credit	Total Instruction Hour	Mid Sem.	End Sem.	Total
Paper- I	BTM-101	Communicative English (SECC)	4		20	80	100
Paper - II	BTM-102	MIL (A.E) / Oriya	4		20	80	100
Paper - III	BTM-103	Environmental Studies	4		20	80	100
Paper - IV	BTM-104	Fundamental of Tourism	4		20	80	100
Paper - V	BTM-105	Travel Intermediaries	4		20	80	100
Paper - VI	BTM-106	Principles of Management	4		20	80	100

BTTM
Semester – 1
COURSE CODE- II

COMPULSORY ENGLISH PAPER – I

Prose –

Undergraduate Course in English Common to all U.G. Programs

UNIT – I

Pieces to be studied

Time 3 Hours Full Marks – 100
(12 Hours) (30 Marks)

1. Mahatma Gandhi – Bertrand Russell
2. How to speak correct English – George Bernard Shaw
3. Animals in the Prison – Jawaharlal Nehru
4. Profession for Women – Virginia Wolf

Poems – Pieces to be studied

Story –

UNIT – II

1. Ode on Solitude – Alexander Pope
2. If – Rudy and Kipling
3. The Ballad of Father Gilligan – W.B. Yeats
4. Stopping by the woods on a Snowy Evening – Robert Frost (12 Hours) (20 Marks)
5. Where the Mind is without fear – Rabindranath Tagore

UNIT – III

1. The Necklace – Guy de Maupassant
 2. The Bat – Anton Chekhov
 3. The open window – Saki
 4. The Gate-man's gift – R.K. Narayan
 5. The Kite Maker – Ruskin Bond
- (12 Hours) (20 Marks)

UNIT – IV

Writing and Grammar (14 Hours)

1. Letter Writing (Personal / Official)
2. Unseen Comprehension Passage
3. Grammar : (1)Articles (2) Verbs (3) Tense (4) Voice Change Preposition

10 Marks 10 Marks 10 Marks

Books Prescribed : -

1. An Anthology of Poems, Short Stories and Essays – Utkal University of Culture
2. English Grammar – When and Marthi – S. Chand & Company

BTM-102
Paper- II
M.I.L. (A.E.)

Undergraduate Course in Alternative English
(Common to all U.G. programmes)

Time-3 Hours

Full Marks - 100

Unit-I

(20 Hours) 40 Marks

Prose -

Pieces to be studied :

- | | | |
|----------------------------|---|-----------------|
| 1) What I Believe | - | E.M. Foster |
| 2) The One-Byed cat | - | A.G. Gardiner |
| 3) Man and Environment | - | Indira Gandhi |
| 4) The World as I see it | - | Albert Einstein |
| 5) On Getting off to sleep | - | J.B. Priestley |

Unit-II

(20 Hours) 40 Marks

Poetry-

Pieces to be studied:

- | | | |
|---------------------------------|---|--------------------|
| 1) To His Coy Mistress | - | Andrew Marvell |
| 2) A Slumber Did my Spirit Seal | - | William Wordsworth |
| 3) La Belle Dame Sans Merci | - | John Keats |
| 4) The Listeners | - | Walter de La Mare |
| 5) Village Song | - | Sarojini Naidu |

Unit-III

(10 Hours) 20 Marks

Short Story-

Pieces to be studied

- | | | |
|---------------------|---|------------------|
| 1) The Happy Prince | - | Oscar Wilde |
| 2) The Last Leaf | - | O Henry |
| 3) The Happy Man | - | Somerset Maugham |
| 4) War | - | L. Parandelis |

- 1) An Anthology of Poems, short stories and Essays

Utkal University of Culture

BTM - 102

M.I.L

Paper - II

ମାତୃଭାଷାଓଡ଼ିଆପାଠ୍ୟକ୍ରମ (ବାଧ୍ୟତାମୂଳକ)

ପ୍ରଥମବର୍ଷ: ପ୍ରଥମସେମିଷ୍ଟାର ;

ପୂର୍ଣ୍ଣସଂଖ୍ୟା-୧୦୦

ୟୁନିଟ୍ --୧: କବିତା (ପୁସ୍ତକ: ସାହିତ୍ୟପ୍ରସଙ୍ଗ, ଉତ୍କଳସଂସ୍କୃତିବିଶ୍ୱବିଦ୍ୟାଳୟ)

- (କ) ଯଯାତିଉପାଖ୍ୟାନ – ସାରଳାଦାସ
- (ଖ) ଲାବଣ୍ୟବତୀର – ଉପେନ୍ଦ୍ରଭଞ୍ଜ
- (ଗ) ଜଗନ୍ନାଥବଣାଣ – ବଳଦେବରଥ

ୟୁନିଟ୍ – ୨: ପ୍ରବନ୍ଧ (ପୁସ୍ତକ: ସାହିତ୍ୟପ୍ରସଙ୍ଗ, ଉତ୍କଳସଂସ୍କୃତିବିଶ୍ୱବିଦ୍ୟାଳୟ)

- (କ) ମୁଁକାହିଁକିଲେଖେ – ଲକ୍ଷ୍ମୀକାନ୍ତମହାପାତ୍ର
- (ଖ) ଓଡ଼ିଶାଧୂଏଟର୍ସ - କାଳୀଚରଣପଟ୍ଟନାୟକ
- (ଗ) ମୋଜୀବନଉପରେରୂପରପ୍ରଭାବ – ବିନ୍ଦାଧରବର୍ମା

ୟୁନିଟ୍ – ୩: କ୍ଷୁଦ୍ରଗଳ୍ପ (ପୁସ୍ତକ: ସାହିତ୍ୟପ୍ରସଙ୍ଗ, ଉତ୍କଳସଂସ୍କୃତିବିଶ୍ୱବିଦ୍ୟାଳୟ)

- (କ) ଝଡ଼ – ଭଗବତୀଚରଣପାଣିଗ୍ରାହୀ
- (ଖ) ଗୀତମାଷ୍ଟର – ପ୍ରାଣବନ୍ଧୁକର
- (ଗ) ପେଡ଼ିଭରୀଚମ୍ପୂ – ଭୁବନେଶ୍ୱରବେହେରା

ୟୁନିଟ୍ – ୪: ବ୍ୟାକରଣଓବ୍ୟବହାରିକଭାଷା ।

- (କ) ଏକଅନୁଛେଦ (ପାଠ୍ୟଅନ୍ତର୍ଗତଅଥବାପାଠ୍ୟବହିର୍ଭୂତ) ପ୍ରଦାନକରାଯିବ । ସେଥିରୁ
୫ଗୋଟିପ୍ରଶ୍ନସିଦ୍ଧି । ୫ଟିଯାକପ୍ରଶ୍ନବାଧ୍ୟତାମୂଳକ । ପ୍ରତ୍ୟେକପ୍ରଶ୍ନରମୂଲ୍ୟଅନୁଗାଣନୟନରହିବ । 5 x 3=15

- (ଖ) ରୁଦ୍ଧିପ୍ରୟୋଗମାଧ୍ୟମରେବାକ୍ୟଗଠନ । ପ୍ରତ୍ୟେକପ୍ରଶ୍ନରମୂଲ୍ୟଏନୟନରହିବ । 5 x 1=5

- (ଗ) ଏକପଦରେପ୍ରକାଶପୂର୍ବକବାକ୍ୟଗଠନ । ପ୍ରତ୍ୟେକପ୍ରଶ୍ନରମୂଲ୍ୟଏନୟନରହିବ । 5 x 1=5

ୟୁନିଟ୍ ଅନୁଯାୟୀନୟନବିତରଣ

ପ୍ରତ୍ୟେକୟୁନିଟ୍ ର ପ୍ରଶ୍ନମୂଲ୍ୟ ୨୫ ନୟନ ଏବଂ ପ୍ରତ୍ୟେକୟୁନିଟ୍ ୧୫ ଘଣ୍ଟା ପଢ଼ାଯିବ ।

- ୟୁନିଟ୍ – ୧ – ଦୀର୍ଘପ୍ରଶ୍ନନିମିତ୍ତ – ୧୫ ନୟନ
ସରଳାର୍ଥନିମିତ୍ତ — ୨ ନୟନ
ଦୁଇଟି ସଂକ୍ଷିପ୍ତ ପ୍ରଶ୍ନନିମିତ୍ତ – 2x2=4

ୟୁନିଟ୍ – ୨ ଓ ୩ – ଗାନିନିତ୍ତମାଧ୍ୟମସହିବିତରଣବିଧିପ୍ରୟୁଜ୍ୟହେବ ।

ୟୁନିଟ୍ - ୪

- (କ) ଅନୁଛେଦରୁ ୫ଗୋଟି ପ୍ରଶ୍ନନିମିତ୍ତ ୧୫ ନୟନ ।

ପ୍ରତ୍ୟେକ ପ୍ରଶ୍ନନିମିତ୍ତ ଗାନନୟନ 3 x 5=15

- (ଖ) ପାଞ୍ଚଗୋଟି ରୁଦ୍ଧିବାକ୍ୟରେ ବ୍ୟବହାରନିମିତ୍ତ ୧୫ ନୟନ । 5 x 1= 5

- (ଗ) ପାଞ୍ଚଗୋଟି ଏକପଦରେ ପ୍ରକାଶପୂର୍ବକବାକ୍ୟଗଠନନିମିତ୍ତ ୫ ନୟନ । 5 x 1=5

B.T.M - 103

Paper- III

ENVIRONMENTAL STUDIES

There shall be one paper carrying 100 marks and duration of the examination will be 3Hrs.

Question should be asked from each units.

UNIT-I

Scope and importance of environmental studies-

Concept of Environment - Atmosphere, Hydrosphere, Lithosphere, and Biosphere.

Resources and Environment - Renewable and Non-renewable conservation of natural resources (8 Periods)

UNIT-II

Ecosystem - Structure and function of an eco-system, Food chain, Food web, Trophic levels, Ecological Pyramids, Energy flow in Eco-system.

Nutrients cycles- Nitrogen Cycle, Carbon dioxide cycle, Oxygen cycle.

Aquatic (Pond as a fresh water ecosystem) (12 Periods)

UNIT-III

Bio diversity and its conservation- Concept and importance of bio diversity, threat to biodiversity, man and wildlife conflict, Endangered and endemic species of India- Ex-situ and In-situ conservation of bio-diversity.

Communicable diseases - Malaria., Measles, Tuberculosis, Amoebiasis, Filariasis.
Non-communicable diseases - Cancer, Cardio vascular diseases.

UNIT-IV

Environmental Pollution- Air Pollution, Water Pollution, Soil Pollution, Noise Pollution, Nuclear Pollution, Thermal Pollution-Cause Effect and remedies. Acid Rain, Green House Effect, Global Warming, Solid Waste Management, Waste Land reclamation. (10 Periods)

UNIT-V

Economic Development and Environment- Sustainable and un-sustainable development.
Human Pollution- Growth and Explosion.
Urbanisation -Problems, resettlement and rehabilitation of People.
Role of NGOs in Environmental Protection.Environmental Legislation in India. (10 Periods)

REFERENCES

1. Environmental Studies by H.D.Kumar, U.N. Dash, Published by India Tech Publishing Company, Pv. Ltd. New Delhi.
2. Text Book of Environmental Studies by PK Das, SN Ghosh, D.K. Sarangi, S.P. Mohanty., Published by PKS Publication.
3. Environmental Biology and Toxicology by PD Sharma, Published by Rastogi Publication
4. Environmental Studies by S VS Rana.

B.T. M-104 Paper- IV

FUNDAMENTAL OF TOURISM

UNIT-I

Introduction: Basic concepts, definitions and historical development of tourism

UNIT-II

Types of tourists: tourist, traveller, excursionists, form of tourism: inbound, Outbound, domestic, international,

UNIT-III

Tourism system & environment, Manila Declaration

UNIT- IV

Introduction to Tourism Motivators, basics of Tourism demand, pattern of movement of tourists.

UNIT-V

Factors affecting the future growth and development of tourism. Major tourism schemes of Govt of India

B.T.M.-105

Paper- V

TRAVEL INTERMEDIARIES**UNIT-I**

Conceptual framework of TA&TO'S business. Travel and tourism Terminology. History and growth of travel agency business with special focus on TA and TO's in India, Sources revenue in TATO

UNIT-II

Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/ TO. Products of Travel intermediaries

UNIT- III

Chicago Convention 1944, 9-Freedom of Air. International Conventions: Warsaw 1929. TATA general conditions of carries (Passenger and Luggage). Frontier Formalities.

UNIT-IV

Govt Rules for getting approval, IATA approval for Travel Agents. Role of TAAI and IATO

UNIT- V

Introduction to Forms of Business- Proprietorship, Partnerships, Operation of Partnerships and Related Forms.Limited Liability Companies, Limited Partnerships. How to set Up travel agency/ Tour operation Business.

Suggested References:

- 1) J.M.S. Negi-Tavel Agency and Tour Operation, Concepts and Principals
- 2) Churik, James, Dexter &Boberg –Professional Travel Agency Management
- 3) D.L. Foster-The Business of Travel Agency Operations and Management

BTM-106 Paper – VI

PRINCIPLES OF MANAGEMENT

Unit I:

Introduction to Management -Definition, nature and scope .Functions of Management

Unit II:

The Evolution of Management Theories. Organization and the environmental

factors - Trends and Challenges of Management in Global Scenario.

Unit III:

Ethics and Social Responsibility, Globalization and Management: the changing interactional scenario.

Unit IV:

Organisational Change Managing change, Conflict and its resolution, Organisational Design and Structure.

Unit V:

Concept of managerial control need for designing control systems.

Suggested Reading

- 1.Principles and Practices of Management, LM. Prasad, S. Chand Publication
2. Management, Stoner, Freeman and Gilbert

**UTKAL UNIVERSITY OF CULTURE
BHUBANESWAR**

BTTM Syllabus for 2016-17

SEMESTER – II

Paper	Course Code	Course Title	Credit	Total Instruction Hour	Mid Sem.	End Sem.	Total
Paper- I	BTM-201	Communicative English (SECC)	4		20	80	100
Paper - II	BTM-202	Indian Society & Culture	4		20	80	100
Paper - III	BTM-203	Organizational Behaviour (Core)	4		20	80	100
Paper - IV	BTM-204	Geography of Tourism (Core)	4		20	80	100
Paper - V	BTM-205	Transportation & Travel in Tourism (Core)	4		20	80	100
Paper - VI	BTM-206	Basic Accounting (Core)	4		20	80	100

PAPER-0201
COMMUNICATIVE ENGLISH

1. Expansion of an Idea

- Denotation (Literal meaning)
- Connotation (Extended Meaning)
- Exemplification

2. Reading comprehension

Types of passage- Descriptive, Narrative, Analytical, Argumentative
Reading Sub- Skills -Skimming, Scanning.Predicting. Inferring

3. Précis Writing -

Note Making

Giving an appropriate title

4. Dialogue Writing: Greetings /Ice breaking

Turn Talking

Talking leave/Ending the Conversation

Guided story writing: plot

Character

Time

Place

Setting:

5. Letter writing (personal)

Format of the letter

6. Writing ads /Notice /News Reports

Format of the above

Students to learn the six questions,

Answers to which constitute good writing - who,what,when, where,why, how

7 Use of connectives

Types and functions

Examples and practices

8. Essay writing

Structure :Beginning. Middle, End.

9 Information Transfer

(Pie charts, bar diagrams, flowcharts, graphs)

From non-verbal to verbal

This paper requires extensive practice in the classroom and is aimed at developing the reading and writing skills of the students. The course shall be completed in fifty hours

PAPER-0202
INDIAN SOCIETY CULTURE

Unit - I

A. Cultural and civilization: Meaning and form

B. Salient features of Indian culture

Overview of Indian culture

C. Source of cultural History of Ancient India

A special unit of Ancient Odisha

A. Geographical division of Ancient Odisha

B. Sources of cultural History of ancient odisha

Unit-II

- A .Urbanisation, Indusvalley civilization
- B.Sculpture andarchitecture of Indus valley civilization
- C. An introduction to Vedic Culture
- D. Vedic Vernashram system

A Special Unit on Odisha

- A. Dynasties and king/Rulers of Odisha
- B History of Freedom struggle in odisha.

Unit-III

- A. Contribution of Jainism to Indian culture
- B. Contribution toBuddhism to Indianculture
- C. Revival of Hinduism and AdiShankaracharya

Religious reforms movement in modern India

A Special Unit on Odisha

- A.Hinduism andsects on Odisha,its impact on art architecture, music and Dance.
- B. Buddhism in Odisha
- C. Jainism InOdisha

Unit-IV

- A.Importance ofMughal rule in India i.e. onpolity,Society, economy, administration,religion,literature, education, culture,music, art, paintings,architecture etc.
- B. Beginning of modernisation in India and Britishrule

A Special Unit of Odisha

- A. Tribal Culture of Odisha
- B. Folk culture of Odisha ,anintroduction

Unit-V

- A. An Introduction to Indian Constitution
- B. Federalism and centre state relationship
- C. Political Structure of modern India
- D. Contemporary Indian Art, Architecture, Music and literature
- E Contemporary social Structure and Economy.
- F. Modernisation of Indian Traditions.

Special unit on Odisha

- A. Contemporary of Social and political Structur
- B.Contemporary Art and Literature
- C. Films in Odisha

REFERENCE ROOK

- 1) Shastri KA Nilakantstory ofIndia- Part-I, Ancient Inda
- 2) Basham A. L. -The wonder that was India
- 3) ThaparRomila – A History of India Vol-1, 1980
- 4) Koshambi DD - The Culture &Civilization of an Ancient India, 1975
- 5) KoshambiD D – An Introduction to study of Indian History, 1975
- 6) Marshall J – Mohaenjodaro and The Indus Civilization

PAPER -0203
ORGANISATION BEHAVIOUR

UNIT -I

Organization behaviour: Definition and nature, Influence of Socio-cultural factor of

UNIT- II

Perceptions, attitudes, values, personality, learning: Process of learning.

UNIT- III

Theories of Motivation, Need theories, Goal Theory, Expectancy theory

UNIT -IV

Transactional analysis of management, group dynamics,

UNIT- V

Management of change, Management of conflict.

Reference:-

1. Essentials of management: Harold Koontz & Heinz Weihrich (KW)
2. Organizational Behaviour: Fred Luthans
3. Organizational Behaviour: Stephen P. Robbins
4. I am OK You are OK: Thomas Harns,

PAPER-0204
GEOGRAPHY FOR TOURISM

UNIT- I

Importance of Geography in Tourism. Latitude, Longitude, International Date Line, How to read map-Location of tourist destinations India

UNIT-II

Elements of weather and climate. Itinerary planning by Air. Factors affecting

global and regional tourist Movements

UNIT-III

Time zones, Time differences, GMT variations, concept of Elapsed time and Flying Time

UNIT-IV

Case studies of Indian States like Rajasthan, Kerala, Madhya Pradesh and Odisha(mainly geographical settings and attractions are to be covered).

UNIT-V

Case studies of selected countries like China, Thailand, The USA and France (mainly Geographical settings and attractions are to be covered).

PAPER - 0205
TRANSPORT & TRAVEL IN TOURISM

Unit-1

Evaluation of Transport System, Importance of Transport in Tourism, Patterns of demand for Tourism and Transportation.

Unit 2

Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India, An outline on Air India and Private Airlines Operating in India

Unit -3

Surface Transport System, Approved Transit Transport, Document connected with Road Transport, RTO, Transport and Insurance Documents, Road Taxies Fitness Certificates.

Unit-4

Rail Transport System, Major Railway System of world, Indian Railways, Past, Present and Future, Tourist Trains, viz Palace on wheels, Royal Orient Facilities offered by Indian railway, IRCTC.

Unit- 5

Water Transport System, Historical Past, River Canal boats, Cruise Tourism in India, Future prospects of Water Transport in India.

**Paper-0206
BASIC ACCOUNTING**

UNIT -I

INTRODUCTION TO ACCOUNTING

a) Meaning & Definition of Booking and Accounting: objectives. Advantages and Limitations of accounting.

b) Double Entry Book keeping: Introduction, Accounting concepts and conventions, posting from books to Ledger, Subsidiary Books: Preparation of multi columnar cash book. Petty Cash Book and Various other

Books

c) Bank reconciliation statement-Meaning&preparation

UNIT -II

Capital and Revenue Transactions

- a) Revenue Transactions-meaning classification of income, expenditure&receipts into capital and revenue nature.Distinction between Capital Expenditure& Deferred Revenue Expenditure.
- b) Receipt and payment Account, Income And Expenditure Account for Hospitality Industry

UNIT -III

FINANCIAL STATEMENT

- a) Trail Balance – Meaning, objectives& Preparation
- b)Final Accounts: Preparation of Trading and Profit and Loss accounts, Balance sheets & Simple Adjustments

UNIT - IV

COST ACCOUNTING

- a) Concept of Cost: Cost Elements of cost and Classification of cost, Types of Costing. Hotel cost sheet, Food Cost Percentage

- b) Hotel Accounts: Guest Ledger, Register of Coupon Issued, Register of Reservation, Guest Reservation, Guest Registration Card Bill, Arrival Departure, Daily Food Cost Sheets

UNIT-V

DEPARTMENT AND UNIFORM SYSTEM OF ACCOUTING

- a) Department Accounting: Definition and objectives, changes Required in Book Keeping Records,Main methods of Preparing Departmental Accounting. Gross Profit Method, Departmental profit method, Net profit Method
- b) Uniform System of Accounting Concept.conditionsfor Uniform System, Necessities Advantages and disadvantages’, various kinds of Schedules -Room Schedules F &B Schedule, Operation & Maintenance schedule, Telephone, Laundry and Marketing, Income Statement presentation

REFERENCES

- 1.JuneijaChawal, Saksena (Kalyani Publishers)- Double Entry Book keeping
2. L.N. Chopde, DH Choudhari(sheth publishers pvt. ltd.Mumbai)-Book Keeping
3. Ozi D’ Cunha GlesonOzi D’ Cunha (Dicky enterprises, mumbai)- Hotel Accounting & Financial control
4. Richard Kotas (International Text Book Company)- Accountingin the hotel & catering industry
5. S.P. Jain & K.L. Narang(kalyani Publishers)- Hotel Accountancy& Finance
6. T.S.Grewal (S. Chand& Sons)- Introduction to Accountancy

**UTKAL UNIVERSITY OF CULTURE
BHUBANESWAR**

(Bachelor in Tourism & Travel Management)

BTTM 3rd Semester Syllabus

From the Academics Session – 2017-18

	Paper Code	Title of Paper	Credits	Theory			Practical		
				Mid Sem	End Sem	Total	Sessional	End Sem	Total
Core	BTM-301	Tourism Marketing	4	20	80	100			
Core	BTM-302	Legal Environment Of Tourism Business	4	20	80	100			
Core	BTM-303	Entrepreneurship Development	4	20	80	100			
Core	BTM-304	Hospitality Services	4	20	80	50	15	35	50
Core	BTM-305	Event Management	4	10	40	50	15	35	50
Core	BTM-306	Soft Skills	4	10	40	50	15	35	50

BTTM:301
TOURISM MARKETING

UNIT-I

Tourism Marketing-concept-characteristics-philosophies of tourism marketing

UNIT-II

Marketing research-need-process of marketing research

UNIT-III

Market segmentation-types of market segmentation-market planning objectives marketing mix-Ps of marketing

UNIT-IV

Product-concept-new product development-Product life cycle-Product pricing-methods and strategies-Distribution strategies

UNIT-V

Promotion mix-Promotional budget-Promotional strategies-Marketing of Tourism Services (Case study)

Suggested Readings:

- 1) Tourism Marketing: DashguptaDevashish
- 2) Introduction to Travel and Tourism Marketing: J. Alf Bennett
- 3) Tourism Marketing: A Collaborative Approach: Alan Fyall, Brian Garrod
- 4) Marketing for Tourism: J. Christopher Holloway
- 5) Successful Tourism Marketing: A Practical Handbook: Susan Briggs

BTTM: 302

LEGAL ENVIRONMENT OF TOURISM BUSINESS

UNIT-I

Tourism Business environment- The concept and significance, Constituents of tourism business environment- Business and society, Business & Ethics, Business and Culture Business and Government. Political system and its influence on business-Indian constitution-Directive Principles of State Policy.Business Ethics and Corporate Social Responsibility Corporate Governance, and Critical Thinking. Intellectual Property and Unfair Competition

UNIT -II

Introduction to Contracts.Offer, Acceptance, Consideration, Reality of Consent, Capacity to

Contract, Illegality, Rights of Third Parties, Performance and Remedies. Formation of Sales Contracts Product Liability. Performance of Sales Contracts. Remedies for Breach of Sales Contracts.

UNIT-III KH

Managing Ethics- meaning and types-framework of organizational theories and sources Ethics across culture-factors influencing business ethics-ethical decision making-ethical values and stakeholders- ethics and profit. Corporate Governance structure of Boards, reforms in Boards-compensation issues-ethical leadership Introduction to Credit and Secured Transactions. Negotiable Instruments, Negotiation and Holder in Due Course. Liability of Parties. Checks and Electronic Transfers. The Agency Relationship Third Party Relations of the Principal and the Agent

UNIT-IV

Introduction to Forms of Business and Formation of Partnerships, Operation of Partnerships and Related Forms; Partners' Dissociation and Partnerships Limited Liability Companies, Limited Partnerships, and Limited Liability Limited Partnerships. History and Nature of Corporations Organizational and Financial Structure of Corporations. Management of Corporations. Globalisation of the economy-trends and issues,

UNIT-V

Legal environment of business-Monopolies-Company Law, Competition Act 2002 Foreign Exchange Management Act- Securities and exchange board of India Act-Customs and Central Excise Act Central and State sales Tax- Consumer protection Act Pertaining to tourism. Direct and indirect Tax structure, VAT, MODVAT. Service Tax problems and reforms-Expenditure Tax Politics and environment, MNCs and Government relationships. Introduction to GATT and WTO.

Suggested References: -

- 1) Adhikari M. - Economic environment of Management Francis
- 2) Cherunnilam- Business environment
- 3) Pruti S. – Economic & Managerial Environment in India
- 4) Davis & Keith William C. Frederik- Business and Society
- 5) Amarchand d-Government and business
- 6) Mankard-Business Economics
- 7) A. N. Agarwal- Indian Economy Steiner and Steiner- Business Ethics –Mc Graw Hills
- 8) Raj Agarwal- Business Environment – Excel Books
- 9) Jaunch L Rajiv Gupta & Willam F. Glueck- Business Policy And Strategic Management,
- 10) Franc Bros & Co, 20003 9, Fred R. David, Strategic Management Concept and Cases, Pearson 2003

BTTM : 303

ENTREPRENEURSIP DEVELOPMENT

Unit- I

Entrepreneurship and Small Scale Enterprises in tourism. General introduction of entrepreneur and Entrepreneurship

Unit-II

Institutional Interference for Small Scale Industries, Opportunity, Scanning and identification, Market Assessment, Small Scale Industries in Tourism,

UNIT-III

Ownership structure and organization framework of Small Scale Enterprises in Tourism Industry, Preparation of Business Plan by Small Scale Enterprise.

UNIT-IV

Planning for Small Scale Enterprise, Organizing. And Controlling of Small Scale Enterprise.

UNIT- V

Management Performance, Managing family enterprises in Tourism industry. Future Prospectus of Small Scale Enterprises in Tourism industry

Suggested Reading:

1. Small Scale Enterprises Management by C.B. Gupta
- 2 Principles of Management by Dr. D.C. Sharma

GENERIC -I
BTTM: 304
HOSPITALTY SERVICES

UNIT-1

Concept, Evolution & Role of Hospitality in the development of tourism industry.

UNIT-II

Hotel Industry in India, FHRAI and its role, government participation in and contribution to hospitality

UNIT-III

Classification of Hotel Indian Standards & International standards
Licenses & Permits necessary for opening & Operating a hotel.

UNIT-IV

Rules and Regulation applicable to a hotel guest, Duties & Responsibility of a hotel towards its guests

UNIT –V

Handling Customers, Attribute of a good hotelier problems facing the hotel industry.

Suggested Readings:

Franchising Hospitality Services: Conrad Lashley, Alison Morrison

Improving Tourism and Hospitality Services : Eric Laws

Human Resource Management for Hospitality Services: Alistair L. Goldsmith

Hospitality Services: Food &Lodging Johnny Sue Reynolds

Managing Tourism and Hospitality-Services B.Prideaux. Gianna Moscardo, Eric Laws

GENERIC-2
BTTM: 305
EVENT MANAGEMENT

UNIT- I

Events

Nature

Definition & Scope

UNIT- II

Elements of Events

Target Audience

Organisers

Media Activities

UNIT-III

Event as a Product

Methods of pricing Events

UNIT-IV

Evaluation of Event Performance

Measuring Performance and corrective Directions

UNIT-V

Strategic Market Planning

Development and assessment of market planning

PRACTICAL

Organizing and conducting events/parties.

GENERIC-3
BTTM :306
SOFT SKILL**UNIT-I**

Introduction to Soft Skill And Hard Skill

Soft Development-Etiquette & Manner

Resume Building

UNIT-II

Communication Skills

Body Language

Group Discussions

UNIT-III

Positive Attitude & Self Confidence

Motivation Skills

Personality

UNIT-IV

Interviewing Skills

Group Discussions

Psychometric Test

UNIT-V

Time Management

Career Planning

Goal Setting

**UTKAL UNIVERSITY OF CULTURE
BHUBANESWAR**

(Bachelor in Tourism & Travel Management)

BTTM 4th Semester Syllabus

From the Academics Session – 2017-18

	Paper Code	Title of Paper	Credits	Theory			Practical		
				Mid Sem	End Sem	Total	Sessional	End Sem	Total
Core	BTM-401	Human Resource Management in Tourism	4	20	80	100			
Core	BTM-402	Tourism Policy & Planning	4	20	80	100			
Core	BTM-403	Sustainable Tourism	4	20	80	100			
Core	BTM-404	Tourism Products of India	4	20	80	100			
Core	BTM-405	Computer Application in Tourism Industry	4	10	40	50	15	35	50
Core	BTM-406	Destination Visit & Project	6				30	70	100

BTM -401
HUMAN RESOURCE MANAGEMENT IN TOURISM

Unit I:

Human Resources Management-Concept &, Importance, Scope & Role, Organization of H.R.D. Personnel Policies

Unit II:

Tourism Work Environment and its determinants. Human Resource Planning

Unit III:

Recruitment, Selection and Induction

Unit IV:

Training Meaning – Importance, Need, Performance Appraisal. Motivation and Morale.
Managing Cultural diversity in Tourism Industry.

Unit V:

Employee Benefits & Services, Concept, Objectives, significance, Types of Benefits & Services, Fringe benefits

Suggested Reading

- 1) Managing Human Resource in European Tourism & Hospitality Industry A strategic approach
- 2) Managing the development and implementation of national Human Resource policies for Tourism- Baum T.
- 3) Practical Manpower Planning- Bramham J.

BTM- 402**TOURISM POLICY & PLANNING****Unit –I**

Introduction to Tourism planning Objectives, methods, and steps of Tourism Planning

UNIT-II

Importance and responsibility of various Stake holders in the development and growth of tourism planning

UNIT-III

Elements of tourist destination and their influence on tourism planning. Planning for new thrust areas in tourism (like eco, sustainable, responsible tourism) Process, Catalysts, and hindering factors.

UNIT-IV

Tourism Policy: need, and principles Factors influencing tourism policy

UNIT-V

Policy formulation in India, from retrospect to prospect

Suggested Readings:

- 1) Tourism Policy and Planning: Yesterday, Today and Tomorrow: David L Edgell, Maria DelMastro Allen, Ginger Smith, Jason Swanson
- 2) International Tourism Policy: David L Edgell
- 3) World Tourism at the Millennium: David L Edgell
- 4) Tourism and the Lodging Sector- Dallen J Timothy

MODULE NO: 403 **SUSTAINABLE TOURISM**

Unit- I

The Environmental impacts of Tourism. Basic Properties of Ecology Definition of Ecology Environment-Ecosystem- Relationship of Ecology & Tourism- Tourism Activities and their Linkages to Ecology Environment Pollution, UN Initiative on Ecology and Environment National Policy on Ecology and Environment. Future Prospects. National Tourism Policy Guidelines for Ecotourism development for government for developers in operators

for visitor and for host population.

Unit- II

Global Concerns Factors Creating the issues of Global Concerns Rise in Temperature. Melting of Snow Caps-Rise in Sea Level-Monsoon and its Changes -The impact of Global Concernon Tourism-Prevention of Hazards.

Unit-III

Environmental impact Assessment (EIA) -The need for EIA-Steps of EIA- Method. Usage of EIA

Unit-V

Approaches in sustainable tourism: Ecotourism, Global initiative under Quebec City and Oslo conventions Responsible Tourism, Concept Community based and Pro poor tourism includingSTEP Eco-friendly Practices and Energy waste Management Concept of Sustainable tourism development

Unit- V

Ecotourism: 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, Biosphere reserves, wetlands, coral reefs, desert ecotourism
Eco Tourism and Development: Community awareness and participation Contribution of eco tourism to environmental Conservation: Socio-cultural conservation and economic conservation

Suggestive Reading:

- 1) Sustainable Tourism: Rob Harris, Peter Willams
- 2) Sustainable Tourism Management: John Swarbrooke
- 3) Sustainable Tourism: David Weaver
- 4) Sustainable Tourism Business Development, Operations and Management: Paterson, Carol
- 5) Stainable Tourism in Island Destinations: Rachel Doods, Sonia Graci
- 6) Bhatia, A. K, Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi

MODULE NO:404 **TOURISM PRODUCTS OF INDIA**

UNIT-I

Definition, Concept and classification of tourism product, different categories of tourism products- natural, man-made and developed

Unit-II

Historic monuments of tourist significance.forts, palaces, museums, art galleries

UNIT- III

Wildlifesanctuaries, Beaches, Hill Stations, ECotourism destinations, Islands, Deserts

Unit- -IV

Indian Cuisine. Important Places in India for Golf Tourism, cruise Tourism, wine tourism, dark tourism, Medical tourism

UNIT- V

Case studies of World Heritage Sites: TajMahal, Khajurahowestern group of temples, Ajanta & Ellora caves, Darjeeling rail, Sunderban, Konark Sun temple, BodhGaya, Mahabalipuram, Keoladeo Bird Sanctuary, Red Fort, BhimBetka

Suggestive Readings:

Tourism Products of India: A National Perspective : P. Madhavan

Tourism Products: Manoj Dixit, ChారుSheela

Indian Tourism Product: Robin Jacob, Sindhi Joshef

Incredible India Tourist & Travel Guide: R.P. Arya

Generic Elective

MODULE NO: 405

COMPUTER APPLICATION IN TOURISM INDUSTRY

UNIT-I

Computer ApplicationsEssential features-of-computer-systems.and structures required office automation, communications, control systems, data acquisition, interactive multimedia, networking, parallel processing and neural networks.

UNIT-II

ICT AND TOURISM Introduction to Information and communication technologies (ICT). Web Portal and Websites Definition, Meaning. Role and Importance of ICT in tourism sector, Future of ICT in tourism Industry, Latest trends in ICT in tourism industry

UNIT- III

E-COMMERCE: E-Commerce Meaning. Definition, Features, Functions of E-Commerce Limitations of E-Commerce, Introduction to E-Tourism, Meaning and Definition, Case study of online Travel Agencies Selling E-Tourism: Yatra.com and Makemytrip.com

UNIT-IV

AUTOMATION AND RESERVATION Introduction to Internet Its uses and applications of internet in Tourism and Searching on internet using various Search engines.

UNIT V

Introduction to CRS, Need and history of CRS systems, Meaning and Functions, Benefits and importance of the CRS system to the Travel trade and Hospitality. CRS for Rail Transport, Hotel Booking, Airlines and different packages used- Abacus, Amadeus, Galileo and Sabre.

Reference books

- 1) V.Ragaraman, Fundamental of computers, PHI New Delhi
- 2) P.K. Sinha, Fundamentals of Computers
- 3) D. Buhalis, E- Tourism: Information Technology for Strategic Tourism Management, Pearson Education Ltd, Essex, UK
- 4) C.S.V. Marthy, E-Commerce Concepts, Models and Strategies, Himalaya Publications
- 5) Mathew Rergnolds -E-Commerce, Worx Publications
- 6) K.Bajaj and D. Nagm, E-Commerce: The Cutting Edge of the Business, Tata McGraw Hill

MODULE NO.: 406

DESTINATION VISIT AND PROJECT

Students will visit some of the destinations/Tourism Attractions to obtain the first hand information on different aspects of the destinations. They will prepare a report on any issues related to the attractions/destination and will present before the Board of examiners. The board of examiners may be decided by the head of the Institute/centre.

Destination Project aims at exposing the student to field practices, size and scale of operations and work culture at practical sites.

**UTKAL UNIVERSITY OF CULTURE
BHUBANESWAR
(Bachelor in Tourism & Travel Management)**

BTTM 5th Semester Syllabus

From the Academics Session – 2017-18

	Paper	Title of Paper	Credits	Theory	Practical
--	-------	----------------	---------	--------	-----------

	Code			Mid Sem	End Sem	Total	Sessional	End Sem	Total
Core	BTM-501	Air Transport Services	4	20	80	100			
Core	BTM-502	Tour Operation Business	4	20	80	100			
Core	BTM-503	Contemporary Issues in Tourism & Hospitality	4	20	80	100			
GE-1	BTM-504	Generic Elective	4						
		Opt-1: Export Import Management		20	80	100			
		Opt-2: Sales & Advertising Techniques		20	80	100			
DSE-1	BTM-505	Discipline Specific Elective	4	10	40	50			
		Opt-1: Hotel Management		10	40	50	15	35	50
		Opt-2: Airlines Business		20	80	100			
Core	BTM-506	Front Office Management	4	10	40	50	15	35	50
			24						

BTM- 501
AIR TRANSPORT SERVICES

UNIT- I

Concept and Importance of Air Lines, Domestic and International Airlines in India General Introduction of DGCA and Air Port Authority of India

UNIT-II

International Air Transport Association to manage Air Transport, special function of IATA
Rules and Regulation of Dangerous Goods Transportation

UNIT-III

International Airline Management, Organization structure, Working Process, Govt. and Private Airlines in India, Documents needed for operation of private airlines in India

UNIT-IV

Air Traffic Control-Management, Process and function of Air Traffic control, Air Craft Ground handling Procedure.

UNIT-V

Management of Domestic and International Air Port, Excess baggage charge, weight and piece concept, Customer handling and Support Services of Airport

BTM- 502**TOUR OPERATION BUSINESS****UNIT-I****UNIT 1**

Tour operation-concept and nature of tour operation types or tour operation-type of tour operators

UNIT 2

Tour operations Difference between travel agent and tour operator -Linkages and arrangements with Service providers, relationship Between travel agencies and airlines, tour

escorts & tour managers

UNIT 3

Itinerary planning & development- Meaning and definition- types of itineraries-reference tool for itinerary preparation-development of effective itinerary, case studies of some model itineraries

UNIT 4

Tour package designing considerations, Factors effecting tour package designing
Tour package designing processes, case study of some model packages

UNIT 5

Organization structure of a tour operation company - hierarchy, Functions, Information, Counselling. Ticketing. Documentation, travel insurance

BTM -503

CONTEMPORARY ISSUES IN TOURISM & HOSPITALITY

Unit-1

Contemporary Tourism New trends and Emerging Patterns in Travel and Tourism, Role of Campaigns and Celebrities in Tourism Promotion, Climate change and environmental Issues, Current Initiatives of Ministry of Tourism- Govt. Of India & Govt. of Odisha

Unit-2

Home Stay Concept in Tourism - Bed & Breakfast Inns Community Based Tourism, Guest House Issues Responsible Tourism, Tourism and Poverty Alleviation, Socialmedia for Tourism Promotion

Unit-3

Micro Finance and Micro Enterprises in Tourism, SEZs features, operations and implications, Film Tourism and its role, MICETourism, Strategicalliances and Airline industry.

Unit-4

GATs and its effect on Indian Tourism, Terrorism and Tourism, Safety and Security Issues in Tourism, Social Responsibility and Ethical Concerns, Time Share Industry and Implication.

Unit-5

Social responsibility in Tourism business, Service Delivery and Customer Satisfaction, concept of Barrier free Tourism (Accessible Tourism). Scope of Accessible tourism in India, Case in points of popular initiatives in conceiving barrier free tourism in India, Delhi Haat, Indian Railways- Major Hotels in India etc

Practical Exposure: Group and Individual Presentations, Expert Lectures

References

- 1.Pearce D., 1906, Tourism Development, Eritish Library Cataloguing in Publication Data, London Group UK Limited
 - 2.Hall,C.M. & Duval T, 2003, Safety and Security in Tourism Relationship Management and Marketing, Victoria University, Australia The Haworth Hospitality Press, New York.
 - 3 Loannides, D., and Debbage K.G, 1998, The Economic Geography of the Tourist Industiy, A Supply –Side analysis, Routledge New York.
 4. Pearce D.G. and Butler, R. W. 1999, Contemporary issues in Tourism Development, Routledge New York
 - 5 Sharpley R. and Telfer, D.J. 2006, Aspect of Tourism and Development Concepts and Issues, Viva Books Private Limited.
 - 6 Lew,A.A, Hal, C.M. and Williams, A.M, 2004, A Companion to Tourism, Blackwell, Australia.
- World Tourism Organization Business Council (WTOBC), 1998, Tourism Taxation Striking a Fair Deal, World Tourism Organization Madrid, Spain, WTOBC.

BTM:504 (GE) /Opt. 1 **EXPORT IMPORT MANAGEMENT**

UNIT-1:Export Import Management: Overview Export Import Management Introduction, Concept Key Feature: Foreign Trade- Institutional Framework and Basics; Trade Policy Foreign Trade, Simplification of Document; Reduction in Document to Five for Custom Purpose: Exporting: importing Counter Trade the Promise and Pitfall of Exporting improving Export Performance; Counter Trade.

UNIT-2: International Marketing: Environmental and Tariff Barrier

International Marketing: Definition, Components of International Marketing Management: Trade Barrier Definition: Components of Trade Barrier, Objectives of Trade Barrier. Non Tariff Barrier, Government Participation in Trade: Quota, Advalorem Duty: Specific Duties and their Differences

Export and Import Financing. Procedure, and Primary Consideration Export and Import Financing Procedures; 14 Steps for Conducting Export Transaction; Export Assistance; Export Import Primary Consideration

UNIT-3: Export Import Documentation

Export Import Documentation: Introduction, Freight Forwarder's Powers of Attorney, Bill of Lading, Certificates of Origin, Letter of Credit

Processing of Export Order, Nature and Format of Export Order, Examination and Confirmation of Export Order, Manufacturing or Procuring Goods; Central Excise Clearance; Pre Shipment Inspection; Appointment of Clearing and Forwarding Agents: Transportation of Goods to Port of Shipment Port Formalities and Customs Clearance, Dispatch of Documents by Forwarding Agent to the Exporter; Certificate of Origin and Shipment Advice; Presentation of Documents to Bank; Claiming Export Incentives, Excise Rebate; Duty Drawback

Marine Insurance: Introduction and Meaning: Principle of Marine Insurance, Features & Types of Marine Insurance, Insurance Claim Procedure for Filing Marine Insurance, Documents for Claim; ISO-9000

UNIT-4: Export Assistance of India

Export Assistance of India: Introduction, Importance of Export Assistance, Export Promotion Measure in India, Expansion of Production Base for Exports; Relaxation in Industrial Licensing Policy/MRTP / FERA / Foreign Collaborations; Liberal Import of Capital Goods; Export Processing Zones (EPZ); Export Oriented Units (EOU); Special Economic Zones (SEZs); Electronic Hardware Technology Parks (EHTP) and Software Technology Park Units (STP): Assured Supply of Raw-Material Imports; Eligibility for Export/ Trading/ Star Trading/ Super Star Trading Houses; Export Houses Status for Export of Services; Rendering Exports Price Competitive; Fiscal Incentives; Financial Incentives; Strengthening Export Marketing Effort

Export Import Policy of India; its Meaning; General Objectives; Highlight and Implication of Export-Import Policy 1997-2000 and Export-import Policy 2002-2007

UNIT-5: Export Promotion Organization

Export Promotion Organization, its Objectives; Importance of Institutional Infrastructure: Govt Policy Making and Consultations; Indian Trade Promotion Organization (ITPO); Indian Institute of Foreign Trade (IFT); Indian Institute of Packaging (IP); Indian Council of Arbitration (ICA); Federation of Indian Export Organization (FIEO); Marine Products Exports Development Authority (MPEDA); Export Processing Zones (EPZ); 100% Export Oriented Units (EOUs): Facilities for Units in EOUs, EPZs, EHTPs & STPs; M. Visvesvaraya Industrial Research & -Development Center (MIVIRC); Chamber of Commerce (COC)

Suggested Readings:

1. Export import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi
2. Electronic Commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi
3. Nabhi's Exporters Manual and Documentation, Publisher: Nabhi Publication, New Delhi
4. Nabhi's New Import Export Policy, Publisher Nabhi Publication, New Delhi.
5. Export-What, Where, How by Ram Paras, Publisher: Anupam, Delhi.

BTM-504 (GE)/ Opt. 2 **SALES & ADVERTISING TECHNIQUES**

UNIT-I

Introduction to sales management Types of Personal Selling, Nature and Scope of Sales Selling Skills

UNIT-II

Phases of the selling process, nature and importance of sales management, sales force design and management.

UNIT-III

Sales Promotion- Categories of sales promotions, sales promotion planning.factors influencing the use of sales promotions, disadvantages and drawbacks of sales promotions.

UNIT IV

Tourism Promotion Methods: Advertising campaign management, advertising trends and concepts, ethical issues in advertising, Code of advertising practice: Advertising Standards Authority, Postmodern advertising.

UNIT - V

Role of PR in Tourism, public relation strategies and programmes- media relation- tool for public relation in Tourism industry.Image building & Goodwill.

BTM-505 (DSE)/ Opt. 1 HOTEL MANAGEMENT

UNIT-I: Evolution of hotel industry business in the world and India, Different types of hotels and its operations and function. Supplementary accommodations, Hospitality in today's economics scenario. Upcoming Hospitality business and its Impact on tourism,

UNIT-II:

Impact of Socio-Economics and Technology on Hospitality industry Hospitality Laws relating to business ownership and operation. Future of hotel industry in India

UNIT-III:

Different department of a hotel and their functions -front office, housekeeping, F & B Service and Food Production, Engineering, horticulture. Organizational hierarchy of different department in a hotel.

UNIT-IV

Guest handling procedures in a hotel; Service quality management in a hotel, management of safety and security of the guest.

UNIT-V

Case study of chain hotels and organization. Oberoi&Trident group, Welcome Group, ITC group. FHRAI, HRAO

Practical:

F & B Service, Food Production- Snacks, Beverage, Chinese, House Keeping, Guest Handling

Books Recommended:

1. Guest management, Dr. RK. Singh; Aman Publications
2. Banquet Management and Room Divisions, Dr. D.K. Agarwal; Aman Publications
3. Internet Resources for leisure and Tourism, William Tneobald; Hedunsmore; B.H.Publications
4. Professional Hospitality, Van DerWagen; Global Books and Subscription Services
5. Tourism and Hospitality Industry, Sunil Kabia; Reference Press New Delhi
6. Financial & Cost Control Techniques in Hotel and Catering Industry, J. Negi
7. Exploring the Hospitality Industry, John R. Walker, Josielyn T. Walker, Pearson Education.

BTM-505(DSE)/ Opt. 2
AIRLINE BUSINESS

Unit-I

Development of Civil Aviation

IATA and ICAO and DGCA

IATA Three-Letter Codes, Airport Passenger and Baggage Handling

Passenger Insurance and Risk Management, Chicago and Warsaw Conventions.

Commercial foundations of the airline industry

Key economic, political, revenue and cost trends in today's industry environment

Strategies airlines are adopting to sustain and grow their businesses; strategy

development

Air ticketing

Unit-II

Merger and accusations
Impact of airlines alliances
low cost carriers and their growth
Role of change management
Organizational culture and leadership in successful airline performance
Impact of new digital technologies on all aspects of the airline business
Airline marketing, fleet planning and the regulatory environment
Case study 1: collapse of Swissair
Case study 2: Competing through alliances
Case study 3: Cost containment strategies, Air France-KLM Transform 2015
Turnaround Program, Purkayastha, D

Unit-III

Air ticketing
Familiarization with OAG- 3 letters city code and airport code, airline Designated code,
Minimum connecting time, global indicator,
Familiarization with air tariff
Credit Cards
Passenger Ticket, Mileage principal, EMA, EMS,
One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check (BHC)
Add-ons. General limitations on Indirect Travel, Mixed Class journey, around the world
fares (RTW) special fairs, MCO, PTA and Universal air travel plan
Airlines Reservation System - CRS- Comparative study of different CRS System

Unit-V

The airport as operational system
Sources of revenue
Airport profitability and privatization
Investor relations
Commercial strategy overview
Marketing strategy Overview
Discussion of airport business performance elements
Case studies discussion, RigasDoganis, "The Airport Business", Routledge, 1992.

Unit-V

Main benefits of air transport economics
Economic impact of air transport
Supply, demand, pricing and market structures
Key economic characteristics of the air cargo sector
How and why airlines compete in different market structures (monopolies and oligopolies) to obtain
Advantages
The air Transport value chain, characteristics of each stakeholder and profitability of each air
Transport sector
Why the air transport industry is regulated and examples of air transport economic
regulation
In-class case study about the fundamentals of air transport economics

Reference Reading

1. Stephen Shaw, "Airline Marketing and Management" Ashgate (7th Ed.), 2011
- 2 RigasDoganis, "Flying Off Course" Routledge (4th Ed.), 2010
- 3 Trompenaars & Woolliams, "Business Across Cultures" Capstone Publishing, 2006
4. John P. Kotter, "Leading Change", Harvard Business School Press, 1996
5. Scholes "Exploring Corporate Strategy" Pearson, 2010
6. Spekman & Isabella "Alliance Competence" Wiley, 2000
7. Holden, "Cross Cultural Management, Pearson 2002

BTM - 506

FRONT OFFICE MANAGEMENT

Unit-1: Introduction to front office.

Importance of front office and hotel, layout of the front office, different sections of the front office and their importance, reservation, reception, concierge, bell desk, lobby, telephone, cashier.

Unit-2: Organizational setup of front office department.

Hierarchy chart, small, medium and large hotels, job description, job specification and duties and responsibilities of different front office. Personnel including uniformed staff, attributes of front office employee.

				Sem	Sem			Sem	
Core	BTM-601	Adventure Tourism	4	20	80	100			
Core	BTM-602	MICE Management	4	20	80	100			
Core	BTM-603	Destination Development	4	20	80	100			
GE-1	BTM-604	Leisure & Recreational management	4	20	80	100			
DSE-2	BTM-605	Discipline Specific Elective (any one)	4	20	80	100			
		Opt-1: Accommodation Management							
		Opt-2: Aviation Operation							
Practical	BTM-606	Industrial Exposure Visit & Report	4				30	70	100
			24						

BTM-601 ADVENTURE TOURISM

Unit 1: Land Based Adventure Tourism

Definition, Scope and Nature of Land Based adventure tourism: popular tourist destinations for land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies, rope swing etc.). Basic minimum standards for land based adventure tourism related activities - Land based; Mountaineering, Trekking, Knowledge of Tools and equipments used in land based adventure tourism, IMF rules for mountain expeditions, cancellation of permits and bookings. Land Based Adventure Tourism in India-Facilities offered issues and considerations. - Land Based Adventure tourism.Organizations and training institutes in India. Challenges of

adventure tourism-Litter, waste, pollution, overbuilding, destruction of flora and fauna

Unit 2: Water Based Adventure Tourism

Definition, Scope and Nature of Water Based adventure tourism; popular tourist destinations for Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving). Basic minimum standards for water based adventure tourism related activities like river running, rapids etc. Knowledge of Tools and equipments used in water based adventure tourism, Water Based Adventure Tourism in India-Facilities offered issues and considerations. Water Based Adventure tourism. Organisations and training institutes in India Challenges of adventure tourism-Litter, waste, pollution, overbuilding, destruction of flora and fauna

Unit 3- Air Based Adventure Tourism

Definition, Scope and Nature of Air Based adventure tourism, popular tourist destinations for Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.) Basic minimum standards for Air based adventure tourism related activities like Parasailing, Paragliding, Bungee jumping Tools and Equipments used in Air Based Adventure Tourism, Air Based Adventure Tourism in India-Facilities offered issues and considerations. Air Based Adventure tourism. Organisations and training institutes in India. Challenges of adventure tourism-Litter, waste, pollution, overbuilding, destruction of flora and fauna

Unit 4: Adventure Tourism; Scope and Challenges.

Adventure tourism (land, water, air) -products and infrastructure. Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

Unit 5: Social, Cultural, Economic Impact

Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

Suggested Readings:

- India -A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi

BTM-602 MICE MANAGEMENT

UNIT-I

Introduction to MICE, Components of MICE, Evolution of Meetings, Convention and Expositions.

UNIT-II:

The Nature of conference markets, The demand for conference facilities, Role of travel agencies in the management of conferences,

UNIT-III:

Meeting Planner/Convention Manager.Organizing and Planning Events. Major attributes of meeting planners. Types of meeting planners.

UNIT-IV:

Advancement of Science and Technology and Conference Business. Trade Shows and Exhibitions, Principal Purposes.Types of Shows.

UNIT-V:

The Impact of Conventions on Local and National Communities. Emerging Dimensions of Convention Business in India. ICBP

BTM-603
DESTINATION DEVELOPMENT

UNIT - I

Dynamics of destination Development, Concept of Tourist Destination and elements of tourist destination, patterns of tourist destination use.

UNIT- II

Agents of destination development- private sector.public sector, public and private sector partnership, community organization and international bodies.

UNIT - III

Tourist Destination Choice and Experience - selection of tourist destination, understanding tourist destination activities, role of intermediaries to promote destination, carrying capacity of tourist destination.

UNIT - IV

Important of destination life cycle & its application in destination planning. Forecasting the demand of tourist destination.

UNIT-V

Case studies on hill stations of Darjeeling. Kanha Wildlife Sanctuary. Varanasi, beaches of Goa, Raghurajpur Rural Tourism Village, Alappuzha backwater

BTM-604 LEISURE & RECREATION MANAGEMENT

UNIT-I

Introduction to Recreation, Leisure and sport studies. Sociology of Sport, Leisure and Recreation Sports, Leisure, and Wellbeing, Outdoor Recreation Systems

UNIT- II

Global and local contexts of leisure and recreation. Geography, leisure and recreation Social, economic and administrative aspects of professional, amateur, commercial and public recreation. sports organizations and services.

UNIT - III

Recreation and Community. Perspectives on International Tourism Introduction to Recreation Services. Introduction to Commercial Recreation and Tourism, Leisure and recreation in modernera: Outdoor recreation pursuit

UNIT - IV

Understanding the importance of maintaining professional competence and use of resources for professional development of leisure & recreational & sports services. Challenges & Opportunities

UNIT-V

Understanding the role & responsibilities of professional organizations in leisure recreation & sports tourism-responsibilities of professionals -relevance of human service agencies

Discipline Specific Elective (DSE) Any One**BTM-605 (DSE) / Opt. 1****ACCOMMODATION MANAGEMENT****UNIT-I:**

Opening of new Properties Pre-Opening of Hotels New property operations. Starting up Rooms Division Countdown to start Hotel. Case study

UNIT-II:

Safety & Security in Rooms Division. Work environment safety. Job Safety

Analysis, Safety Awareness & Accident Prevention Case Studies,

UNIT-III:

Room Tariff, Basis of establishing room rates, Room tariff fixation, Room rate designation, Designing of tariff cards

UNIT-IV:

Front Office as revenue generating center, various financial records document prepared and used at billing section, Guest Accounting Auditing in Front Office and cycle

UNIT-IV:

House Keeping administration for Museums, Hostels and schools-residential areas, Guest houses of corporate offices, Banks, Arenas, Stadiums, Malls, Aircrafts, Waste disposal & Control in Museums, Hostels and schools residential areas.

Books Recommended:

1. Andrews S., Hotel Front Office Training Manual, Tata Publishing Company Limited 1982.
2. D. Collins, Accommodation Operations, Plymouth Macdonald Evans, 1967. Villen Jerome J. Check in check out, Iowa WMC Brown Co., 1976.
3. Singh R.K., Front Office Management, Aman Publication, Rastogi A.P., Hotel Organization and Front office Management, Anmol Publications.
4. Professional Management of Housekeeping Operations - Thomas JA., Jones, Ed.D.R.EH,
5. The professional housekeeper-Madelin Schneider, Georgina tucker, Mary Scoviak John Wiley & Sons, Inc
6. Housekeeping Operations Workbook, Macmillan Education Ltd. -Valerie Paul & Christine Jones.
7. Hotel, Hostel and Hospital Housekeeping Joan C Branson, Margaret Lennox, Edwards Arnold (publishers) Ltd.

**BTM-605 (DSE) Opt. -2
AVIATION OPERATION**

Unit-I

- Overview of the Airline industry, link between Airline and transportation
- Effects of technological developments and innovation on Aviation
- Effective management and leadership skills in the Aviation business
- The threat to civil aviation, the way we are post-9/11
- Threat assessment and risk management
- Security management systems and culture
- Passengers security

- Cargo security,
- Security quality control

Unit-II

- Standard Envelopes for Traffic Documents, Use of Standard "A" Paper Sizes for Airlines
- Documents
- Guidelines for Establishing Aircraft Ground Times
- Common Use Terminal Equipment (CUTE) Systems
- Aircraft Emergency Procedures, Aircraft Airport Security Procedures
- Quality Management System
- Performing Airport Handling Quality Audit
- E-Invoicing Standards

UNIT-III

- Facilitation and security and Contingency planning
- Passenger Handling
- Class or Type of Fare
- Denied Boarding Compensation
- Inadmissible Passengers and Deportees
- Items Removed from a Passenger's Possession by Security Personnel
- Hold Loading of Duty-Free Goods
- Dangerous Goods in Passenger Baggage
- Fuelling with Passengers Onboard or During Embarkation/Disembarkation
- Recommendations for the Handling of Passengers with Reduced Mobility (PRM)
- Acceptance and Carriage of Passengers with Reduced Mobility (PRM)
- Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease

Unit-IV

- Baggage Handling
- Interline and On-Line Transfer Baggage
- Baggage Theft and Pilferage Prevention
- ULD, Baggage Codes for Identifying ULD Contents and/or Bulk-loaded Baggage
- Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags
- Handling of Damaged Cargo, Handling of Pilfered Cargo . Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo Handling and Stowage of Live Animals, Handling of Human Remains
- Acceptance Standards for the Interchange of Transferred Unit Load Devices
- Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage
- Handling Mail Documents, Handling of Found Mail
Handling of Damaged Mail, Mail Security, Mail Safety Mail Irregularity Message, Company Mail, Aircraft Documents Stowage
- Special Load-Notification to Captain (General, Special Load-Notification to Captain
- Special Load—Notification to Captain

Unit-V

- Cargo trends and forecasts
- Cargo operations DGR, LAR
- Aircraft Handling and Loading, Provision and Carriage of Loading Accessbries, Tagging of Unit Load Devices, Storage of Unit Load Devices, Continued Airworthiness of Unit of Load Devices
- ULD Build-up and Breakdown, ULD Transportation, ULD Operations Training and Qualification,
- Operating of Aircraft Doors, Aircraft Ground Stability - Tipping
- Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation, Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items,
- LOAD CONTROL Load Control, Terms and Definitions,

Reference Books

- RigasDoganis, "Flying Off Course"Routledge (4th Ed.). 2010
- Trompenaars&Woolliams, "Business Across Cultures" Capstone Publishing, 2006
- Spekman& Isabella "Alliance Competence" Wiley, 2000
- Holden, 'Cross Cultural Management", Pearson 2002
- Stephan Holloway, "Straight and Level: Practical Airline Economics"Ashgate (2nd Ed.), 2003
- Diana M. Stancu, "AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International", October 2010, Vol. 16, Issue 5 (pp. 11-13)
- Robert W. Podle, "Risk Based Aviation SecurityJoint Transport Research Center, November 2008
- K. Jack Riley, "Air Travel Security Since 9/11", Rand Corporate Publication, 2011

BTM - 606 (PRACTICAL) INDSUTRIAL EXPOSURE VISIT & REPORT

Students will go for industrial visit to any tourist place, hill station, eco tourism spot or any otherplace of tourism or any travel agency, travel intermediaries, airport, port any place linked totravel and tourism for 2 weeks and shall understand them and submit a report to the college/university narrating his/her learning.

**UTKAL UNIVERSITY OF CULTURE
BHUBANESWAR
(Bachelor in Tourism & Travel Management)**

BTTM 7th Semester Syllabus

From the Academics Session – 2017-18

	Paper Code	Title of Paper	Credits	Theory			Practical		
				Mid Sem	End Sem	Total	Sessional	End Sem	Total

Core	BTM-701	Transport & Logistics management	4	20	80	100			
Core	BTM-702	International Tourism Management & Travel Documentation	4	20	80	100			
Core	BTM-703	Business Communication	4	10	40	50	15	35	50
Core	BTM-704	Tour Package Designing	4	20	80	100			
Core	BTM-705	Retail Management	4	20	80	100			
Core	BTM-706	Wellness Tourism	4	20	80	100			
			24						

BTM - 701
TRANSPORT AND LOGISTICS MANAGEMENT

UNIT-1: TRANSPORT FUNCTION & SYSTEMS

Functions of Transport Accessibility/Connectivity, Mobility Inter-relations of Transport Economic cost and trade Geography and technology, Social, cultural and recreational Development of Information & Communication Technology Classification of Travel Features of a Trip origin-destination, transport zones, trip generation, trip attraction; types of travel, travel by trip purpose, by commodity, by location, by distance, by comfort or convenience; variations overtime and space Impacts of Transport Economic, Social and cultural values, Environment Theories of Transport Study & Traffic Flow Land Use theory: Physical Theories, Economic Theories-Utility Maximization; Choice Theory. Logit Model, Gravity Model, Generalised Cost;

Elements of Traffic Flow, Generalised Car-Following Theory, Greenshields Theory. Historical Development of Transport Local economies and forms of early transport, Road networks, military conquest, trade and spread of cultures, Development of ocean transport, Railways, urbanization and the industrial age. Motor Vehicles and growth of personal transport, Growth of air transport and international travel.

Transport Networks Features of networks - nodes and links, Multi-modalism and choice in transport, Supply chain, Inter-modalism, Transport infrastructure

Application of Transport Policy: Urban Transport, Airports & Aviation, Ports & Shipping, Freight, Railways, Financing of Roads.

UNIT-2: INTERNATIONAL TRADE AND TRANSPORT

Evolution of international trade and transport Geography, Demographics and evolution of early Trade Routes, Growth of trade routes, formulation of trading centre, major ports and airports, Commodities of Trade, modes of freight transport and major freight carriers, Rise and fall of routes, trading centre and modes of transport Factors that influence trade Economic Factors, Political events, Geographical Factors. Technical reasons, Trade Theories Introduction to Absolute and Comparative Economic advantage theories, Natural and Artificial trade barriers. Role of Transport in Economic Growth. Reduction of transport costs, generated demand, economic contributions Types of Trade Flows Intra industry trade, Inter industry trade, Multinational Company trade international product cycle, Economies of scale and Product differentiation as source of trade advantage. Semi knock down (SKD), Completely knocked down (CKD). Role of Trade organizations and international trading agreements WTO, GATT, UNCTAD, EU. ASEAN-AFTA and ICC SAARC- SAPTA. Free Trade, Protectionism, Quotas, Embargoes Application of Custom Tariffs Custom Regimes, Documentation, Scensing, Fiscal Rules, Antitrust laws-USA, EU

UNIT-3: TYPES OF TRANSPORT.

Air Transport: Aircraft : Age, Flight Hours, Cycles, Design Service Goal. Utilization factor, Airports : Passenger throughputs, arrival and departure of passengers and cargo, movement of aircraft, Runway capacity. Airlines Available Seat Kilometers, Revenue Passenger Seat Kilometers, Available Tonne Kilometers, Revenue Tonne-Kilometer Load factor. International Air Transit Agreement and International Air Transport Agreement and Freedoms of the Air, Bi-lateral, Multi-lateral and Pluri-lateral Air Services Agreements, Liberalization of right of market access (traffic rights) and "Open Skies" concept, Impact of General Agreement on Trade & Services (GATS) on civil aviation.

Maritime Transport, Modes of transportation and their advantages and disadvantages, Ships - Cruise ship, different types and sizes with their important features and their suitability to different cargoes, Foreign going, Coastal, inland vessels, etc. Basic shipping terminology including abbreviations, General particulars of ships. Bills of Lading - functions, conditions, contents, types and general information General Structure of Shipping Industry; Liner and tramp services, Liner shipping - essential features, break bulk, modes of unitization, container sizes and types, container terminology, freighting, CY, CFSs and ICDs, marketing of liner shipping, documents. Tramp shipping - types of charters -- time, trip-time, voyage, consecutive voyages, bareboat etc. Agents - ship, port and liner agents and their roles in shipping. Freight forwarders, Freight brokers, ship brokers and other intermediaries in shipping. Cargo Documentation; Manifest, Mate's Receipt, Tally sheets, Notice of Readiness, Statement of Facts, etc. Custom house work -- Inward and outward entry of ships documentation Customs Bill of Entry and Shipping Bill.

Surface Transport; Road & Railways. Road Network - National Highways, Freeways Highways, International Highways, State Highways, District Roads, Village Roads, Border Roads - Advantage of Road Transport - Problems of Road Transport. Passenger Road Transport System (PRTS) in India - Operational Framework of passenger Road Transport System in India - (a) State Road Transport Corporations; (b) Departmental undertaking; (c) Municipal undertaking; (d) Government Companies. Freight Transport: Road Goods Transport Industries (RGTI) / Trucking Industries - Competition and Regulation in the Road Goods Transport Industry - Freight Rates, Operator Costs and Industry Profitability - Structure of the highway freight industry - Freight rates and industry profitability - Quality of service The vehicle fleet - Costs of truck delays and facilitation payments - Trucking safety,

UNIT 4 : LOGISTICS MANAGEMENT

Logistics Definitions and Concepts, Inbound Logistics & Outbound Logistics, Relationships in the Supply Chain Material & Information Flow, Material flow. Information Flow Competing through Logistics Competitive Advantage, Order winners & Order Qualifiers Strategies Defining 'Strategy'. Aligning Strategies, Differentiating Strategies Serving the Customers Customer Service, Customer Service as a link between Logistics & Marketing, Customer Service and Customer Retention, Setting Customer Service Priorities Value and Logistics Costs Where does Value come from?, How can Logistics Costs be represented?, Activity based Costing, Balanced Measures, The Performance Prism Managing Logistics Internationally Drivers & Logistics implications of Internationalization, The trend towards Internationalization' The Challenge of International Logistics & Location, Organizing for International Logistics

UNIT-5: SUPPLY CHAIN MANAGEMENT

What is Supply Chain? Who are the Players?, How to sketch a Supply Chain?, Definitions, Supply Chain Activities: Strategic, Tactical & Operational levels Why is the Supply Chain important? Supply Chain as a Competitive Rule Using the Supply Chain to support Marketing (Product, Price, Place, Promotion), Competitive Framework. (Service, Quality, Cost, Cycle Times) The Supply Chain Process. The Supply Chain Operation Reference Model (SCOR), Supply Chain Links, Decoupling Points, Factors Influencing Decoupling Point Positions, Lead Time, (Order cycle time, Process cycle time, Flow time, Acceleration time, Deceleration time). Relationships between Times, How the Supply Chain Works in Material Flow, Forecast Gap. Forecast Error, Product Structure, Inventory, Cost and Value addition, Demand Amplification (Retailers, Wholesalers) How to Improve Supply Chains? Supply Chain Performance Metrics, Seven Core Supply Chain Measures

Suggested Readings:

1. Jean-Paul Rodrigue, Claude Comtois and Brian Slack, "THE GEOGRAPHY OF TRANSPORT SYSTEMS" (2009). New York: Routledge. ISBN 978-0-415-48324-7
2. Douglas Long: International Logistics Global Supply chain management, Kluwer academic publishers-1-4020-7453-0
3. Asopa, V.N: Shipping Management: Cases and Concepts, Macmillan, New Delhi.
4. Desai, H.P: Indian Shipping Perspectives, Anupam Publications, Delhi,
5. Khanna, KK: Physical Distribution, Himalaya Publishing, Delhi.
6. Lambert, D et al: Strategic Logistic Management, Tata McGraw Hill, New Delhi.
7. Shipping Documents and Reports, UNCTAD
8. Morlok, Edward K. 'The Freight Transportation System.' Excerpted from CRC Engineering Hand Book.
9. Lalonde, Bernard J. 'Intermodal Freight Requirements,' TR News 102,
10. DeGarmo, E. Paul, et.al. Engineering Economy, 8th Edition, Macmillan,

BTM - 702

INTERNATIONAL TOURISM MANAGEMENT AND TRAVEL DOCUMENTATION

UNIT I

Concept of international tourism - Definition, Nature and scope of International Tourism; Types of International and Tourism; Economic determinants of international tourism; Role of Government in promotion of Domestic and International tourism in India
Characteristics of International Tourism Destinations and tourists: Allocentric, Midcentric and Psychocentric, Factors affecting global and Regional tourist movements, demand forecasting and its significance

UNIT II

Tourist Pattern - patterns and characteristics of inbound and out bound tourism in India; India's major international markets. India out bound Tourism, characteristics and patterns of India's major International markets, domestic tourism in India, patterns and Characteristics of major tourist generating states.

UNIT III

Domestic tourism - status of domestic tourism in India; major tourist generating states like Rajasthan, Madhya Pradesh and Kerala; schemes of various states to promote tourism. Case studies of Rajasthan, Himachal Pradesh, erla. and Orissa

UNIT IV

Tourism organizations - international organisations like WTO, WTTC, GATS; National tourism organizations like DOT, ITDC, FHRAI, TAAI, IATO

UNIT V

Travel Documentation - departure and arrival formalities; Passport, requirements, checklists, types, changes, procedure , tatkal scheme And fees, passport act and penalties under section 12 (1)B.

Rules and regulations about eligibility, quantum and documentation Required for Travel Out of India Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business Visits Travel Into India, Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency. Visas; Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, . Refused or Pending Visas, Destination Departure Records, customs and immigrations; air cargo documentation and formalities.

Suggested Readings:

1. ChandMohinder, Kamra K.K: Basics of Tourism
2. Tourism Statistics at a Glance 2008 & 2009 by Ministry of tourism Govt. Of
3. India
4. Lonely Planet - Singapore, Malaysia, Thailand, China, Hong Kong, Australia,
5. New Zealand, UK, France, Switzerland, Germany, Italy, Greece, Austria,
6. USA, CANADA, Brazil, UAE, South Africa, Kenya, Tanzania
7. Various Tourism Board Websites such as.
 - a. <http://www.yoursingapore.com>
 - b. <http://www.tourism.gov.my>
 - c. <http://www.tourismthailand.org/>
 - d. <http://www.tourismchina.org/>
 - e. <http://www.discoverhongkong.com/login.html>
 - f. <http://www.tourism.australia.com/en-au/>
 - g. <http://www.tourismnewzealand.com/>
 - h. <http://www.southafrica.net/sat/content/en/in/home>Websites of UK, USA, Canada and Australia

BTM - 703

BUSINESS COMMUNICATION

Unit-I

Communication - Types & Process: Introduction, definitions, Process of communication, types of Communication, upward, downward, horizontal, vertical and diagonal, verbal, nonverbal and oral and written interpersonal communication - one way two way, Mediums of communication, Listening, Barriers to Communication

Unit-II

Written Communication: Business report, business representation, formal letter Drafting effective letter, formats, style of writing, Use of jargons, writing of CV.

Unit- III

Communication Skill:

Personality Enrichment; Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, use and misuse, Art of good Conversation, Art of Intelligent Listening, Etiquettes & Manners; Social & Business Dining Etiquettes, Social Travel Etiquettes- Bus, Car and flight. Communication Skills. Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business.

Unit IV

Interpersonal Skills:

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place. Group Discussion; clarity of thoughts and its expression, self presentation

Unit- v

Oral Communication; Speeches: Drafting, a speech, presentation, Personal grooming, Extempore, Introducing yourself; Telephone conversation, Thumb rules, voice modulation, tone, do's & don'ts, manners and accent, Electronic Communication Techniques: Email, Fax,

Practical:

To Supplement Above With emphasis prospective of CV and telephonic Interviews.

Remedial Grammar: Agreement of verb and subject; Nouns: singular or plural? Some special cases; The portative use of ; Tenses: Simple and progressive (continuous) forms of the present tense, simple and progressive forms of the past tense, the progressive form of the perfect and tense with since; the courtesy works please and thank you, Dates and The Time.

Listening on the Job: Definition, importance and types of listening, Listening barriers, Guidelines for effective listening Effective Speaking: Addressing a group, Essential qualities of a good speaker, Audience analysis, Defining the purpose of a speech, organizing the ideas and delivering the speech: Practice delivering the speech
Suggested Topics: Like 1. Promotion of awareness among high school students towards career Inhospitality Industry. 2. Effective Communication for successful career etc Introduction to Group Discussion Techniques with Debate and Extempore, Employment interview,

Dialogue Writing focusing situations in hospitality sector. Hotel Tourism Terminology

Practical aspects like:

1. Practicing role-play
2. Organize group discussion on how to succeed in an interview
3. Organize debate competition

Suggested Reading:

- Bhaskar, W.W.S., AND Prabhu, NS., 'English Through Reading'. Publisher: Mc Millan, 1978
- Business Correspondence and Report Writing' - Sharma, R.C. and Mohan K Publisher: Tata Mc Graw Hill 1994
- Communications in Tourism & Hospitality -- Lynn Van DerWagen, Publisher: Hospitality Press
- Business Communication - KK Sinha
- Essentials of Business communication By Marey Ellen Guffey, Publisher: Thompson Press
- How to win Friends and Influence People By Dale Carnegie, Publisher: Pocket Books
- . Basic Business Communication By Lesikar&Flatley, Publisher Tata Mc Graw Hills
- Body Language By Allen Pease, Publisher Sheldon Press
- Business Correspondence and Report Writing. Sharma, RC. And Mohan, K. Tata Mc Graw Hill, 1991 "Model Business Letters", Gartside, L., Pitam, 1992
- Communications in Tourism & Hospitality, Lynn Van OorWagen, Hospitality Press
- sonal management and Human Resources, C.S.VenkataRatanam and B.K. Srivastave, Published by Tata Mc GrawHil Publishing Ltd, New Delhi.
- Human Behavior at Work, By: Keith Davis, Published By: Tata Mc Graw Hill Pub. Ltd,

BTM - 704 TOUR PACKAGE DESIGNING

UNIT I

Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liasioning with principles, preparation of Itineraries, tour operation and post tour Management

UNIT II

Qualities and profile of Operations wing of Tour operation company-qualities required for sales

wing-sales-B2B& B2C-skills in Services of Tour operation

UNIT III

merits and demerits of package tour, special requirements for outbound packages, selling & costing of package tours, commission, mark up, services charges

UNIT IV

Tour brochures designing and presentation skills, media management & promotion for tour operation business

UNIT V

Case study of popular tour packages of Bhubaneswar-Konark-Puri and Agra-Jaipur

BTM-705
RETAIL MANAGEMENT

Unit- 1: Introduction to Retailing:

Growing Importance of Retailing, Factors influencing Retailing, Strategic Retail Planning Process, Retail Organization, Retail Models and Theory of Retail Development, Business Models in Retail, Modern retail Formats in India, Retailing in rural India, Environment and Legislation For Retailing

Unit-2: Retail stores and operation management

Setting up Retail organization, Retail location Research and Techniques, Objectives of Good store Design, Controlling costs and Reducing Inventories Loss, Responsibilities of Store

Manager, Store Record and Accounting System, Coding System, Logistic and Information system, Strategies, Quick Response System

Unit-3: Retail planning

Human Resource Management in Retailing Recruitment, Selection and Training needs for Employees, Relationship Marketing in Retailing. Social Marketing in Retailing, Brand Management, Financial Performances and Financial Strategy, Accounting Methods, Calculation of Profitability of Retail Stores Consumer Protection Act 1986, Consumer's Rights

Unit-4: Customer Relationships and Behavior

Understanding Consumer and Market Segments, Consumer Behavior and Marketing Strategy, Consumer Perception, Self-Concept and its Marketing Implications, Culture and its Relevance to Marketing Decisions, Decision and its Marketing Implications, Opinion Leadership, Implications of Personal Influences

Unit-5: Electronic Retailing

Role of IT in Business, Influencing Parameters for use of IT in Retailing, Efficiency in Operations
Effective Management of Online catalogues Direct Retailing Methods Database Management, Data Warehousing, Critical Analysis of E-Retailing Strategies, Customer Relationship Management (CRM)

Suggested Readings

- Pradhan, Swapna; Retailing Management, Tata McGraw Hill; New Delhi
- Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nichi; Retail Management;Oxford University Press; New Delhi
- Berman, Barry & Evans, Joel R.;Retail Management - A Strategic approach, Pearson Education/Prentice Hall of India; New Delhi
- Levy, Michael & Weitz, Barton A.: Retailing Management; Tata McGraw Hill; New Delhi

BTM - 706 WELLNESS TOURISM

Unit-1:

Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept Definitions and dimensions of Health, wellness and well being - spirituality - Quality of Life (QOL) - Typologies of Health tourism - Factors affecting growth of health tourism.

Unit - 2:

Leisure, lifestyle and tourism: - Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism.

Core	BTM-801	Customer Relationship Marketing	4	20	80	100			
Core	BTM-802	Safety & Security Management in Tourism	4	20	80	100			
Practical	BTM-803	Industrial Training	6				60	140	200
Practical	BTM-804	Travel Photography & Travel Writing	6				60	140	200
Practical	BTM-805	Project Work	6				60	140	200
			26						

BTTM- 801
CUSTOMER RELATIONSHIP MARKETING

UNIT-I

Customer Relating Management in Tourism- Customer Satisfaction Measurement & Customer Feedback- Role of Relationship Marketing in tourism business.

UNIT-II

Model of Buyer –Seller relationship. New Product Development with a focus on customer relationship management perspective.

UNIT-III

Marketing of Service – Tourism as a service- Characteristics of services- classification of services – building service aspirations Consumer Behaviour in Service encounters.

UNIT-IV

Role of Communication in building customer relationship. Tapping the power of marketing through Customer Relationship marketing.

UNIT-V

Service Delivery- Types & Causes of Service Quality gaps- Measuring & Improving service quality- Strategies to resolve the gaps.

BTTM- 802

SAFETY & SECURITY MANAGEMENT IN TOURISM

Unit-I

Hotel Security: Concept, Importance, Type, organization structure, application of security in Hotels, scope & trends.

UNIT-II

First Aid, The First Aid Box, Handling Burns & Scalds, Bleeding, fainting, fractures, heart attacks, sprain and shock. Handling Emergency Procedures: Fire, Bomb Threats, Theft, Death, Terrorism and Natural Calamities.

UNIT-III

Risk management & safety security Process of risk management and standards for risk management, Emergency response plan, Occupation Safety and Health Act

UNIT- IV

Safety & Security in Rooms Division, Work Environment safety, Job Safety Analysis, Safety Awareness and Accident Prevention, Case Studies

UNIT-V

National and International laws relating safety & Security of Tourist. Insurance- Personal & Group, Compensation against loss.