

MARKS SCHEME

1st Semester Subjects

BTA01 - Basics of Tourism	External. 75	Internal. 25
BTA02 - Tourism Product & Services – Part –I	External. 75	Internal. 25
BTA03 - Basics of Management & its Application:	External. 75	Internal. 25
BTA04 - Geography of Tourism (India) – Part –I	External. 75	Internal. 25
BTA05 - Customer Care & Interpersonal Skills I	External. 75	Internal. 25

2nd Semester Subjects

BTA06 – Tourism Product and Services – Part –II	External. 75	Internal. 25
BTA07 -- Tourism Industry Profile	External. 75	Internal. 25
BTA08 – Tourism Management	External. 75	Internal. 25
BTA09 – Geography of Tourism	External. 75	Internal. 25
BTA10 – Human Resource Management	External. 75	Internal. 25

3rd Semester Subjects

BTA11 – Dimensions of International Tourism	External. 75	Internal. 25
BTA12 – Geography of Tourism (World)	External. 75	Internal. 25
BTA13 – Sales, Marketing & PR in Service Industry	External. 75	Internal. 25
BTA14 – Business Communication	External. 75	Internal. 25
BTA15 SUSTAINABLE TOURISM	External. 75	Internal. 25

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BTA16 – Front Office Operations – Reservations &
Registrations External. 75 Internal. 25

4th Semester Subjects

BTA17 – Total Quality Management External. 75 Internal. 25

BTA18 – Automation in Tourism Industry, Airlines & Hospitality
External. 75 Internal. 25

BTA19 – Travel Agency and Tour Operations External. 75 Internal. 25

BTA20 – Airlines Management External. 75 Internal. 25

BTA21 – RESORT MANAGEMENT: External. 75 Internal. 25

BTA22 – HOUSEKEEPING IN HOSPITALITY OPERATIONS
External. 75 Internal. 25

5th Semester Subjects

BTA23 – Tourism Policy in India External. 75 Internal. 25

BTA 24 – Food & Beverage Operations External. 75 Internal. 25

BTA25 – Destination Marketing and Management External. 75 Internal. 25

BTA26 – Research Methodology and Management Decisions
External. 75 Internal. 25

BTA27 – Conferences & Events Management External. 75 Internal. 25

6th Semester Subjects

On the Job Industrial Training & Project Practicum with close monitoring by the ITFT

ITFT –PTU -B.Sc.A.T.H.M. –Complete Syllabus –(2003-2007)
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1st Semester Subjects

BTA01 - Basics of Tourism External. 75 Internal. 25

Tourism: The relationship between leisure, recreation and tourism

Types of travelers, types of tourist according to their behaviour.

Travel Lingo

Classification of tourism in terms of:

- Destination visited – International tourism and domestic tourism
- Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism etc.
- Mode of travel arrangement – Inclusive travel and Independent travel

Motivation of Travel:

- Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc.
- Cultural motivations: pilgrimage tourism, cultural curiosity etc.
- Interpersonal Motivation: meeting new people, VFR, etc
- Status and Prestige motivation: business motivation

Global tourism

Description of the development of tourism in the Ancient era, Imperial era (Roman travelers, Greek travelers, Indian travelers), Silk Route and Grand tours, Thomas Cook and the development of tourism, & Present scenario of the tourism industry.

Factors that have led to the growth of tourism

- Technology and destination development
- Changing social patterns
- Changing Living standards.

Barriers to the growth of tourism

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- Factors existing at the destination: terrorism, & political and social environment
- Factors barring a potential tourist from traveling : time, cost, and social barriers.

Domestic tourism

- Definition and Significance of Domestic tourism

Positive and Negative impacts of tourism

- Economic Impacts
- Socio-culture Impacts
- Environmental impacts

Carrying capacity

- Types of carrying capacity: Physical, biological, Social carrying capacity
- Importance of carrying Capacity

Sustainable and Eco-tourism

- Definition of Eco tourism
- Benefits and Importance of Eco tourism
- Agenda 21
- Definition and bodies promoting Sustainable tourism
- Principles of Sustainable tourism
- Difference between Mass and Green Tourism

**BTA02 - Tourism Product & Services – Part –I External. 75
25**

Internal.

The Tourism Product

3 A's of Tourism

The Ideal Tourism Product

Accommodation

Types of Hotels:

- International Hotels
- Resorts
- Commercial Hotels
- Residential Hotels
- Floating Hotels
- Heritage Hotels

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Supplementary Accommodation

- Motels
- Youth Hostel
- Caravan and Camping Sites
- Pensions
- Bed and Breakfast Establishments
- Tourist Holiday Villages

Transportation

- India by Air
- India by Rail
- India by Road
- Transport by water

Travelling in India- Documents and Formalities

Tourism Varieties in India:

- White River Rafting
- Trekking in the Himalayas
- Mountaineering in the Himalayas
- Winter Sports
- Heli-skiing
- Hang Gliding
- Rock Climbing
- Motor Rallies
- Ballooning
- Camel Safaris
- Yoga
- Golf

Hill Stations in India

BTA03 - Basics of Management & its Application: External. 75 Internal. 25

Introduction to Management:

- Meaning, definition and concept

Characteristics of Management

Importance of Management

Management-a science or an art

Levels of Management

Functions of Management

Management Theories: Scientific Management

Administrative Management

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Planning:

- Nature and Purpose
- Forms of Planning
- Types of Plans

Decision Making

Organization: Meaning, characteristics and importance

Principles of Organization

Types of Organization

Delegation

Centralization and Decentralization

Direction:

Communication

Staffing

Motivation

Leadership

Co-ordination: Meaning, definition

Principles of co-ordination

Techniques of effective co-ordination

Importance

Process

Control: Definition

Characteristics

Pre-requisites

Control Process

BTA04 - Geography of Tourism (India) – Part –I External. 75 Internal. 25

MUMBAI:

PLACES OF INTEREST:

Juhu Beach, Kanehri Caves, Gateway Of India, Hanging Gardens, Marine Drive, Haji Ali's Tomb And Mosque, Elephanta Caves

EXCURSIONS:

Marve-Manori-Gorai, Mandava-Kihim, Murud -Janjira, Shrivardhan-Harihareshwar, Velneshwar

BANGALORE:

PLACES OF INTEREST

Bull Temple, Gangadhereshvara Temple, The Fort, Tipu Sultan's Palace,

EXCURSIONS:

Whitefeild/Puttaparthi, Hessarghatta Lake, Ramanganga, Shivganga, Nandi Hills, Mekedatu , Mutyala Mandavu, Devarayana Durga

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AHEMDABAD

PLACES OF INTEREST:

Sabarmati Ashram, Jumma Masjid, The Shaking Minarets, Three Gates, Calico Textile Museum

EXCURSIONS:

Adalaj Step Well, Indoroda Nature Park, Gabdhi Nagar, Thol Wildlife Sanctuary, Nal Sarover Bird Sanctuary, Mudhera, Patan

HYDERABAD

PLACES OF INTEREST:

Char Minar, Mecca Masjid, Birla Mandir, Saler Jung Museum, Golconda Fort, Qutub Shahi Tomb, Osmania University

EXCURSIONS:

Yadagirigatta, Nacharam, Nagarjuna Sagar

CHANDIGARH

PLACES OF INTEREST:

Rock Garden, The Capitol Complex, The Rose Garden, Sukhna Lake, Yadvendra Gardens, The Central Business District

THIRUVANNATHPURAM

PLACES OF INTEREST

Anantha Padamswami Temple, Kuthrimallika Palace Museum, Shri Chitra Art Gallery, The Kannakkunnu Palace, Science And Technology Museum

EXCURSIONS:

Kovalam Beach, Varkala, Thiruvallam, Kollam, Kanyakumari, Neyyar Dam, Padmanabhapuram Palace, Suchindram Temple, Alappuzha, Kottayam

CHENNAI

PLACES OF INTEREST:

Fort St. George, Kapileshwara Temple, Marina Beach, St. Thome Cathedral, Kalakshetra, Theosophical Society, MGR Film City

EXCURSIONS:

Cholamandal Artists Villge, Dakshin Chitra, Vendalur, Covelong, Crocodile Park, Pulicat Lake, Mammallapuam , Thiruzhukundram, Kanchipuram, Tiruvannamallai,

NEW DELHI

PLACES OF INTEREST:

Qutub Minar, Safdarjung Tomb, Rashtrapati Bhawan. India Gate, Jantar Mantar , Red Fort, Jama Masjid, Purana Quila, Humayun's Tomb, Bahai Temple, Lodhi Gardens, Crafts Museum, INA Market

EXCURSIONS:

Nainital, Ranikhet, Mussoorie, Rishikesh, Haridwar, Neemrana, Kesroli

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COCHIN

PLACES OF INTEREST:

Mattancherry Palace, St. Francis Church

EXCURSIONS:

Kalady, Athirampally

BTA05 - Customer Care & Interpersonal Skills I External. 75 Internal. 25

Customer Care :Concepts
Customer Classification
Service Provider
Key areas of customer care
Customer Feedback, Feedback Tools
Service Recovery Management
Grooming and Etiquette
Telephone Handling Skills
Complaint Management
Transactional Analysis in Customer Care

Case studies and Role Plays

Specific Focus on AIRLINES, TOURISM, HOSPITALITY INDUSTRY

BScATHM 2nd Semester Subjects

BTA06 – Tourism Product and Services – Part –II

- Indian Wildlife
- Fairs and Festivals in India
- Shopping in India
- Cuisine in India
- Museums in India
- Arts & Crafts in India
- **States of India:**
 - Rajasthan:**
 - Rajasthan at a glance
 - Jaipur
 - Bharatpur
 - Merta
 - Nagaur
 - Kota
 - Shekhawati
 - Sikar
 - Jhunjhunu
 - Churu

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- Jodhpur
- Bikaner
- Jaisalmer
- Udaipur

Himachal Pradesh:

- Himachal Pradesh at a glance
- Shimla
- Kullu
- Manali
- Spiti
- Dharamshala
- Dalhousie
- Chamba

Goa:

- Goa at a glance
- Panaji
- Old Goa – Velha Goa
- Mapusa
- North Goa
- South Goa
- Madgaon or Margaon
- Vasco da Gama
- Terekhol Fort
- Dudhsagar Waterfall

Kerela:

- Kerela at a glance
- Thiruvananthapuram
- Calicut
- Cochin
- Wynad
- Kasargod

BTA07 -- Tourism Industry Profile External. 75 Internal. 25

Module 1 – Fast Food Joints:

Barista
Café Coffee Day
McDonalds
Pizza Hut
Domino's

Module 2 - Travel Agency and Tour Operations Business:

Cox & Kings

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TCI
International Travel House
Thomas Cook
Mercury Travels
TSI
Shikhar Travels
Paradise Holidays

Module 3 – Hospitality Industry:

EIH- Oberois
ITC Welcom Group
The Taj
Raddison
Intercontinental
Hilton
The Park Royale
The Leela Group

Module 4 - Aviation Industry:

Jet Airways
Air Sahara
Air Deccan
Kingfisher
Indian Airlines
Air India
Emirates
Singapore Airlines
Malaysian Airlines
Thai Airways
Air Lanka

BTA08 – Tourism Management External. 75 Internal. 25

TOURISM MANAGEMENT

- **MODULE 1: INFRASTRUCTURE OF TOURISM MANAGEMENT**
 - Structural components
 - Important tourist services
 - The seasonal character of tourism
 - Suggestions for improvement of tourism

- **MODULE 2: NATURE AND CLASSIFICATION OF TOURISM**
 - Basic nature of tourism
 - Nature of tourism: Leiper's Model, TGR, TR, TDR
 - Varied benefits of tourism

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➤ Indian concept of classification of tours/tourism.

• **MODULE 3: TOURISM PLANNING**

- Need for tourism planning
- Essentials of planning
- Eight-point planning process
- Aims of tourism planning
- Significance of planning

• **MODULE 4: TOURISM ORGANISATIONAL SET UP IN INDIA**

- Structure of department of tourism
- NTO & its Functions

BTA09 – Geography of Tourism

Note : Map work –For the locations mentioned.

*** France**

National name, President, Tourist arrivals in 2003, Area, Tourism Tax, Medical precautions for tourists, Currency, Population, Languages, Religion, Food

Important Locations: Paris (The region surrounding the capital - the Île de France - the palace Versailles and Fontainebleau, Disneyland Paris) The Louvre, Musée d'Orsay, The Arc de Triomphe, Tour Eiffel or Eiffel Tower, Notre-Dame de Paris, Les Champs-Élysées, Centre Georges Pompidou, La Grande Arche de la Défense, The Obelisk at the Place de la Concorde, Channel Tunnel, Mont St Michel

*** Spain**

Full country name, Area, Population, Currency in Spain, Number of Tourist Arrivals in 2003, Tourism promotion Agency, People, Government, Head of State, Head of Government: location & geography, Major Cities, climate, religions, languages, member of EU, capital city, facts for travelers, visas, events, festivals

Tourist attractions in Madrid, SOL, Plaza mayor and Opera, El Par do, Casa de campo, Museo de America, El teleferico de Madrid, Paseo del prado, Costa Brava, Costa blanca, Costa dorada, Costa del sol, Balearic islands, Canary islands, Paradors of Spain, Ski resorts in Spain: an overview.

*** SWITZERLAND**

Govt. type, Land Areas, Capital city, Bordering Countries, Inhabitants, languages, climate, landforms, no of airports, currency, food items, Major provinces: Bernese oberland, Valais, Lake Geneva region, Ticino, Schweizer mitteland,

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Fribourg/neuchatel, Jura, jura bernois, Art & culture: museums, castles ,modern festivals as tourist attractions.

*** MALAYSIA**

Background, location, full country name, people, population, people, languages, religion, Govt. head of state, head of govt, capital, currency, no. of airports

Major attractions: Kuala Lumpur, Langkawi, Genting Highlands, Cameron Highlands, Penang island, Melaka, Tioman island, means of transportation, activities, Sabah,Sarawak.

Activities, events(major festivals),when to go, facts for the traveler (visas, health risks)

Local customs, dining and drinking, dress code

*** Australia**

Background ,location ,area, coastline ,climate ,terrain ,elevation extremes, population ,ethnic groups, religions ,country name ,Govt type, capital, major cities, currency, language, no. of tourist arrivals in 2003, history, discovery, independence, states and territories, no of airports, major airlines, tourist offices, passports and visas, wildlife, world heritage, beaches, getting around

Major attractions in Canberra ,Great Barrier Reef, Brisbane, Gold Coast , Fraser Island, Daintree rainforest, Cairns, Sydney, Blue Mountains, Port Stephans, Melbourne, 12 apostles, The Dandenongs, Varra Valley and the ranges, Daylsford, Maryton Park, Adelaide, Kangaroo island, Perth, bungle bungles, near Alice springs, Darwin, Kakadu National Park, Hobart

*** South Africa**

Background, location, area, climate, terrain, elevation extremes, natural resources, population, ethnic groups, religions, languages, country name, govt type, capital, administrative divisions, currency, independence, official and pvt. tourism body, world heritage sites, tourist arrivals in 2003, visas, health risks, getting around, food, drink, best time to visit ,culture and heritage places-museums, art galleries, events of tourism in 2004,

Major locations-Pretoria, Johannesburg, Gold Reef city, Durban, Pietermaritzberg, Natal Midlands, Howick, Ixopo, Estcourt, Greytown, Drakensburg Mountains. Bloomfontein, Sasolburg, Cape town, Wine route, Garden route, Port Elizabeth, East London, Grahamstown, Karoo desert, Saldhana bay, Kimberly, Potchefstroom, Sun city, Kruger National Park.

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*** Singapore**

Background, Uniquely Singapore, Singapore today, Geographical location, language, people, major attractions, climate, currency, tourist arrivals in 2003, Govt. type, population, weather, visa and entry facilities, getting around, official tourist body

Major attractions: ethnic quarters, Isles of Singapore, landmarks and memorials, nature reserves, places of worship, Singapore river, Major tourism events.

BTA10 – Human Resource Management External. 75 Internal. 25

1. Introduction To Human Resource Management- Definitions, Functions Of Personnel Management, Objectives Of Personnel Management, Qualities Of A Good Personnel Manager

2. Human Resource/Man Power Planning- Definitions, Need Of Manpower Planning, Objectives Of HR Planning, Advantages Disadvantages Of Manpower Planning, Process/Steps.

3. Recruitment- Definition, Sources Of Recruitment, Internal Sources Of Recruitment& (Advantages, Dis-advantages), External Sources (Advantages, Dis-advantages)

4. Selection- Definition, Steps In Selection Process (Application Blank, Initial Interview Of The Candidates, Employment Tests Interviews, Checking Reference, Physical or Medical Examination, Final Interview & Induction)

5. Training And Development- Training : Definition, Importance Of Training, The Training Process, Training Methods

(**On The Job-** Job Instruction Training, Job Rotation, Special Assignments)

Off The Job -Vestibule Training, Lecture Method, Conference Method, Seminar Or Team Discussion, Case Study Method

Development-Definition, Need, Methods

-On The Job

-Off The Job

6. Performance Appraisal- Definition, Objectives, Process, Methods-

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- Past Oriented
- Future Oriented

7. Job Evaluation- Definition, Objectives, Principles, Methods-Non Analytical, Analytical

8. Employee Remuneration- Definition, Components, Factors Influencing Employee Remuneration, Concept Of Wages

3rd Semester Subjects

BTA11 – Dimensions of International Tourism External. 75 Internal. 25

1. Nature And Components Of Tourism Industry
 - Definition Of The Term “Tourism & Tourist”
 - The Basic Components of tourism
 - Elements Of Tourism
 - Geographical Components
 - Geographical Resources Of Tourism
 - Emerging Forms of tourism
 - Social Tourism
 - Domestic Tourism
 - General Patterns Of World Tourism
2. The Role of the State in Tourism
 - National Tourism Organization
 - Department of Tourism, India
 - ITDC
 - DGCA
 - AAI
 - FHRAI
3. Travel Retailing
 - Travel Agency & Tour Operations
 - Functions of a Travel Agency
 - Departments of Travel Agency
 - Package Tours & its Components
 - Client Handling activities in Travel Agency
 - Star Cruises: Overview
4. Travel Industry Fairs
 - Participation Advantages
 - ITB
 - WTM

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- PATA Travel Mart
- ICCA

5. International Tourism Organizations

- Need & Significance For Organizations
- UFTAA
- WATA
- ASTA
- WTO
- PATA & PATA Chapters
- IATA
- ICAO
- IHA

BTA12 – Geography of Tourism (World) External. 75 Internal. 25

- Map work, Background, Location, Climate, Terrain, Country facts, Tourism Data, Passport/Visa Regulations, Major Tourist Locations and activities for the following **Countries:**
 - Great Britain
 - Thailand
 - Mauritius
 - Italy
 - UAE-Dubai
 - New Zealand

BTA13 – Sales, Marketing & PR in Service Industry

Marketing- Definition, Marketing

Concepts(Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market) Difference between marketing and Selling, Marketing Orientation(Product concept, Production concept, Selling concept, Marketing concept , Societal marketing concept), Mordern marketing concepts (Green marketing, Mobile marketing, Cross- cultural marketing, Web marketing , Tele marketing , Relationship marketing, Buzz marketing)
Case Study discussion

Marketing Management- Market Segmentation-Targeting and Positioning(Steps in STP , Bases of segmentation , Market coverage strategies , Steps in positioning , positioning strategies) , Marketing Mix Elements- 7 P's of marketing –Product (Levels, Classification , Branding, Packaging , PLC) , Place (Distribution channels Definition, Why use intermediaries? , How they add value? Channel functions , Marketing intermediaries in hospitality industry) Price (Definition, Marketing strategies , Initiating price change) , Promotion(Definition , Functions, Promotion mix – Advertising , Sales Promotion , Personal Selling , Public Relations), People , Processes , Physical Evidence

Case study discussion

Sales Management- Definition, sales person's role , prospect management , Buying process , AIDA's theory of selling, personal selling process , closing strategies , function of sales management, Case study discussion

PUBLIC RELATIONS:

- Definition / Meaning
- Need for public relations
- The concept of public – internal / external publics
- Comparison between advertising, promotion, publicity and pr
- PR tools – media / non-media
- PR Campaign
- PR in Tourism

BTA14 – Business Communication External. 75 Internal. 25

SECTION 1:

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

SECTION 2:

- Classification of Communication –
 - Formal & Informal
 - Personal, Inter-personal, Group and Mass
 - Vertical & Horizontal
 - Upward & Downward
 - One-way & Two-way
 - Verbal & Non-verbal
- Understanding – proxemics, kinesics

SECTION 3:

- Business Correspondence:
 - Principles of Letter Writing
 - Types of Business Letters – Sales letters, Requests, Response letters, Complaint letters, Adjustment letters, Inquiry appeals
 - Resume Writing
 - Report Writing

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- Cross Cultural Communication.
- Importance of Dressing / Manners & Etiquettes in Business Communication.

SECTION 4:

- Importance of Communication in:
 - Negotiation
 - Conflict Management

CASE STUDY 1) Japanese vs. American Work Culture
2) Doing Business in Europe
3) Practicing Business Correspondence

BTA15 SUSTAINABLE TOURISM External. 75 Internal. 25

- Impacts of Tourism on a Destination:
- Studying the Economic, Social, Cultural And Political Impacts Of Tourism On A Destination.
 - Identifying Tourism-Related Impacts
 - Understanding the Characteristics of these Impacts
2. Need For Sustainable Tourism:
- An Overview of the Global Movement toward Sustainable Tourism Development: Definitions, Principles, And Concepts.
3. Benefits of Sustainable Tourism
4. Agenda 21 and Eco-Tourism
5. Importance of Community Based Tourism In Sustainable Tourism
6. Green Tourism:
- The Concept of Green Accommodations: Green Building Design, Construction and Operation.
 - How To Manage Energy, Waste And Water Systems while, maximizing Environmental Conservation And Benefiting Local Communities
7. Specific Destinations of Study:
- Goa
 - nepal
 - Barbados

BTA16 – Front Office Operations – Reservations & Registrations External. 75 Internal. 25

INTRODUCTION:

FRONT OFFICE ASSISTANT

Qualities

Practical aspects of selling a room

FRONT OFFICE FUNCTIONS

Information

Reservations

Reception

Lobby

Cashiering

Night Auditor

Telephones

Emergencies

FRONT OFFICE'S INTERACTION WITH OTHER DEPARTMENTS

FRONT OFFICE RECORDS AND STATISTICS

4th Semester Subjects

BTA17 – Total Quality Management External. 75 Internal. 25

1: Origin of the Quality Movement

- * Concept of Total Quality Management
- * The Quality Gurus
- * The Baldrige Quality Award

2. Total Quality Management

- * Key Elements
- * Check Pointers

3. The Total Quality Management Tool Kit

- * Definition of the the Seven Statistical Tools
 - Pareto Diagrams
 - Cause & Effects Diagram
 - Histograms
 - Control Charts
 - Scatter Diagram
 - Graphs
 - Check Sheets

4. Quality Aspects in a Service Organization

- * Why Service organizations are different ?
- * What matters most to customers ?
- * Managing Quality in Service organizations
- * Quality Control
 - Just- in-time concept
 - Deming's Principle

5. Human Resource Development and Quality Management

- * Role of HRD, Training and development

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- * Changes related to performances and its measurement
- * Importance of Frontline staff

6. Building a Quality organization

- * Organizing and implementing- Total Quality Management
- * Roles in organizational transition to TQM
 - Small groups and Employee involvement
 - Teams for TQM.
 - Quality Circles

7. Benchmarking.

8. Educating the customers about Quality .

9. ISO Series

10. Obstacles to TQM

BTA18 – Automation in Tourism Industry,Airlines & Hospitality

External. 75 Internal. 25

Automation in the tourism industry –

An Introduction

The need for information

Information as a resource

Automation in the hotel, airlines and travel business: An introduction to automation with computers and without computers.

IATA : Importance, Role , History

Automation in the Airline Industry:

Introduction to CRS :

The need for a CRS system

History of the CRS system

Companies providing CRS

Use of the CRS by Airlines and Travel Agents

Benefits and importance of the CRS system to the Travel trade

Basic commands applicable to CRS systems (Galileo)

Ticketing process:

Components of a ticket

Types of tickets: Manual ticket/ Automated Ticket/ e-ticket

Role of BSP in ticketing

Details of an automated ticket.

BTA19 – Travel Agency and Tour Operations

1. ITINERARY PLANNING

Itinerary and its importance

Types of Itineraries

Factors to keep in mind while designing an Itinerary

Designing & Costing of a package tour

Itineraries for Inbound and domestic tourists:-

Golden triangle, Buddhist Circuit

Popular outbound Itineraries of Singapore, Malaysia, Thailand

2. VISAS

Difference between Passport and Visa

Types of Passport & Visa

Preparing Visa cases

Formalities required for Various Visas like:- Schengen, UK, US, Dubai and Far East

3. MEDICALIM/ POE/ FOREX

Basic overview of FOREX

Forex Terminology- TCs, Cash currency, BTQ, LERMS

Forex formalities and procedures

Forex limits for Indian nationals

Fundamentals of Mediclaim Policy-Need and Importance

Types of Mediclaim Policies and how to get it issued

What is POE and why it is required

The importance of an ECNR stamp

How to get the POE suspension – temporary and permanent

Documents required for POE suspension

CASE STUDY DISCUSSION

(Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots)

Cox & Kings

TCI

Thomas Cook

SOTC/Kuoni

Mercury Travels

Paradise Holidays

Orbit

Ebookers.com (makemytrip.com)

BTA20 – Airlines Management External. 75 Internal. 25

1. History of Aviation
2. Types of Aircrafts
 - Case Study Discussion
3. Airline Terminology
4. Cabin Crew
5. Announcements
6. Airport Jobs
7. Airport Codes
8. Airline Codes
9. Phonetic Alphabet
10. Airport Lounges Case studies
11. How airports work
 - Case Study discussion
12. Baggage Handling
13. Airport Security

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➤ Case Study Discussion

14. Freight

15. Guidelines for the carriage of elderly and handicapped passengers

➤ Case Study Discussion

16. Impact of Air Travel on Human Health and Psychology

17. World Organizations (IATA, ICAO, DGCA, ETC...)

18. Case Study Discussions:

Jet Airways, Air Sahara, Air Deccan, Kingfisher, Indian Airlines, Air India, Emirates, Singapore Airlines, Malaysian Airlines, Thai Airways, Air Lanka

BTA21 – Resort Management

RESORT MANAGEMENT: External. 75 Internal. 25

The Resort Concept

- Commercial or transient hotels

- Resorts

Types of Resorts

Types of hotels

- Convention Hotels
- Motels and Motor Hotels
- Condominium Hotels
- Residential Hotels
- Casino Hotels
- All-suite hotels

- Characteristics of Hotel Management

- Characteristics of Resort Management

Special Considerations in Planning and Development:

- **Investment Considerations**
- Market Feasibility, Changing markets
- Market Segmentation, Target Marketing
- Competition Analysis, Forecasts
- Resort Financing, Capital Requirements:
- Investment Risks
- Resort Ownership

- **Socio- economic impact of resorts development**

BTA22 – HOUSEKEEPING IN HOSPITALITY OPERATIONS

External. 75 Internal. 25

CHAPTER 1 - ORGANISING THE HOUSEKEEPING DEPARTMENT

1. Housekeeping Personnel

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(DISTANCE LEARNING)

2. Organizational structure of a large Hotel (Chart)
3. Importance of Job Description of Housekeeping Personnel
4. Job Description of:-
 - Executive Housekeeper
 - Housekeeping Supervisor
 - Uniform/ Linen room supervisor
 - Night Supervisor, Room Attendant etc.

CHAPTER 2 - ROOMS AND FLOORS- PRACTICES AND PROCEDURES

1. Knowledge of rooms
2. Rules on guest floors
3. Bathroom cleaning procedure
4. Reportable matters list

CHAPTER 3 - PUBLIC AREA

Description of all public areas of large hotel

CHAPTER 4 – HOUSEKEEPING PROCEDURES

1. Lost and found procedures
2. Stains and classification
3. Cleaning agents

CHAPTER 5 – HOUSEKEEPING TERMS

5th Semester Subjects

BTA23 – Tourism Policy in India External. 75 Internal. 25

1. Tourism Planning In India
 - Introduction To Tourism Organization
 - Tourism At National Level
 - Tourism At The State Level
 - Functions Of State Tourism Development Corporation
 - Local Bodies And Tourism
2. Policy Formulation In India
 - India's National Tourism Policy, 1982
 - National Tourism Action Plan, 1992
 - Five Key Steps In Tourism Planning Process
 - Planning Tourism Projects
 - Three Level Tourism Planning
 - Tenth Five Year Plan An Overview

Bachelor of Science in Airlines, Tourism & Hospitality Management
(DISTANCE LEARNING)

3. Tourism Scenario In India

- Introduction
- India's Resource Potential For Tourism
- Brief History of Tourism In India
- Recognition by Government
- Tourism in Free India
- Formation of the Department in Tourism
- Ministry of Tourism and Civil Aviation
- Declaration of Tourism as an Industry
- Tourism Regulations in India
- Vivid Benefit of Tourism Industry
- How to Stimulate Tourism in India
- Future Prospects of Tourism

4. CASE-STUDY:

- Rajasthan Tourism Development Corporation Tourism Planning and Policy
- Uttaranchal Tourism
- J&K Tourism

BTA 24 – Food & Beverage Operations External. 75 Internal. 25

- Introduction to F& B
- Hierarchy of F&B
- Restaurant Equipment
- Menu
- Table Layout-COVER
- WAITING ON THE TABLE
- F& B Service Equipment
- Cutlery ,Crockery
- Service Ware-Furniture
- Glass Ware-Linen
- Types of Service
- MISE-EN-SCENE
- MISE-EN-PLACE
- BANQUETS
- MENUS
- K.OT.
- ROOM SERVICE
- COCKTAILS
- MOCKTAILS
- CASE STUDIES
- Careers in F&B

BTA25 – Destination Marketing and Management

Case Studies: External. 75 Internal. 25

Bachelor of Science in Airlines, Tourism & Hospitality Management
(DISTANCE LEARNING)

- Golden Triangle
- Pilgrimage Tourism
- Cultural Tourism
- Adventure Tourism
- Incentive Travel
- Health Tourism
- Wildlife Tourism
- Educational Tourism
- Agro-Tourism/Rural Tourism
- Beach Tourism
- Golf Tourism

BTA26 – Research Methodology and Management Decisions

External. 75 Internal. 25

- Introduction to Research Methodology
- Defining the Research Problem
- Research Design
- Sampling Design
- Methods and Techniques of Data Collection
- Processing and Analysis of Data
- Data Presentation and Analysis
- Report Writing and Presentation
- Role of Information Technology in Research

BTA27 – Conferences & Events Management

External. 75 Internal. 25

- Event Management- Concept, Conceptualising – creating and developing events – Essentials of Conference/Convention/ trade fairs/ Expos/ Product Launch/ Entertainment Shows/ Sports Events etc.
- Event Planning
- Event Marketing
- Event Evaluation

6th Semester Subjects

On the Job Industrial Training & Project Practicum with close monitoring by the ITFT