

Semester-III
PAPER-V (B.A. VOCATIONAL) TOURISM & TRAVEL MANAGEMENT
GEOGRAPHY OF TOURISM

Internal Marks 20

External

Marks 80

Duration : 3 Hours

Objectives:

Geography of Tourism studies the phenomena of tourism over the global space with 'spatial' attention on the place of origin, place of destination & routes through which the travel & tourism takes place. It provides a thorough knowledge about the characteristics of tourist markets, attractions of destinations & the accessibility of the world with a focus on a few selected countries of world. This course has been simplified with very few case studies & broad information about the continents, so that in next semesters the BTM students can know more specific countries & destinations.

Mode of Paper Setting :

The examiner shall set ten questions selecting two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit.

Unit-I Brief introduction of continents & oceans. Map reading. Greenwich mean time. International date line. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones.

Unit-II Asia: General geographical features; physiography, climate, vegetation main countries, capitals & their tourist attractions. A Case study of Japan, Singapore, Sri Lanka, Saudi Arabia.

Unit-III Europe: General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Netherlands

Unit-IV Americas: General geographical features of North & South Americas; physiography, climate, vegetation, main countries, capitals & their tourist attractions. A Case study of the U.S.A. (only 5 destinations), Canada, Brazil, Cuba.

Unit-V Other countries: General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of South Africa, Egypt, Australia, New Zealand.

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 - Europe on a Shoestring, Lonely Planet, 2003.
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 - Lonely Planet Staff: USA and Canada on a Shoestring 2, Lonely Planet, 1900.
 - Fitzpatrick, Mary; Blond, Becca; Pitcher, Gemma; Richmond, Simon; & Warren, Matt: South Africa, Lesotho & Swaziland, Lonely Planet, 2004.
 - O'Hagan, Tim: Travel South Africa, Southern Book Publishers, 2000.
 - Firestone, Matthew D.; O'Neill, Zora; Sattin, Anthony & Wlodarski, Rafael: Egypt, Lonely Planet, 2008.
 - McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
 - Smitz, Paul; Bain, Carolyn; Bao, Sandra & Farfor, Susannah: Australia, Lonely Planet, 2005.

Semester-III
PAPER NO.- VI (B.A. VOCATIONAL) TOURISM & TRAVEL
MANAGEMENT

Major Destinations of India

Internal Marks 20

External

Marks 50

Duration : 3 Hours

Course Objectives

India is one of the emerging economic powers of India. In tourism too India is one of the choicest destinations of the world. India has a great variety of natural and cultural tourist attractions, that's why it is said that India is for all reasons and all seasons. In this course few important and popular tourist destinations are mentioned, so that the students can know about main tourist attractions of given places.

Mode of Paper Setting :

The examiner shall set ten questions selecting two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit.

Teaching Practice

Class room teaching, assignment writing, case discussion, glossary of terms students should be familiar with the glossary pertaining to above mentioned topics.

Mode of Paper-Setting

The number of questions to be set will be ten in a manner that there are two questions from each unit. The students will be required to attempt five questions in all, selecting one question from each unit.

Internal Evaluation

The performance of the students will be evaluated on the basis of class participation, class test, regularity and assignment writing carries 20% of the credit.

Unit-I- Religious and cultural destinations- Kedarnath, Puri, Dwarka, Rameshwaram

Unit- II- Historical and Architectural destinations- Delhi, Agra, Ajanta, Khajuraho

Unit III- Coastal destinations and Islands- Mumbai, Kolkata, Goa, Andaman and Nicobar

Unit- IV- Hill Stations- Shimla, Darjeeling, Ooty, Mussourie

Unit-V- Wild life Destinations- Jim Corbett, Gir, Manas, Sariska

REFERENCES

Same as in Paper No. 104, 203 & 403

(Semester- IV)

**PAPER NO.-VII (B.A. VOCATIONAL) TOURISM & TRAVEL
MANAGEMENT TRANSPORT
MANAGEMENT**

**Internal Marks 20
External Marks 80
Duration : 3 Hours**

Objective: Transport is most important element of travel & tourism business. One can not think of tourism industry without any mode of transportation. There are several modes of transportation which are relevant in different conditions. The course focuses on different modes of transport and their role in tourism.

Mode of Paper Setting :

The examiner shall set ten questions selecting two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit.

Teaching Practices: Class room lectures, Assignments, Cases, Discussions and Seminars.

Course Contents

Unit-I

Transportation as important part of tourism industry. History of different modes of transportation. The Physiographic & socio- economic factors affecting development of different modes of transportation.

Unit-II

Airlines & Tourism, History of Airlines in India. IATA, ICAO, AAI: Organizational structures and functions. Air India and Private Airlines Role in tourism promotion.

Unit-III

Surface transport & Tourism : Importance of surface transportation. Coaches, Car rental system in India. Roads system in India : National and State Highways, Role of surface transport in tourism.

Unit-IV

Railway & tourism- History & present status of Indian railway, Special trains for tourists. Different packages & facilities given by Railway. Problems of Indian Railway. Role of Railway in tourism.

Unit-V

Water transport- History & present status of water transport. Limitation & scope of water transport in India. Cruise ships. The role of water transport in tourism.

References

- Aggarwal Surinder: 'Travel Agency Management', Communication India, New Delhi
Hannel Christine, Robert Harshman & Grahan Draper- 'Travel & Tourism : A world Regional geography, John Wiley & Sons, New York
Hurst, Elist, 'Transportation Geography' McGraw Hill, New York
Mohinder Chand, Travel Agency Management – An Introductory Text. Anmol Publications, New Delhi. 2006
OAG, Airlines time table
OAG, Cruise lines time table
Indian Railway Time table
Other references as in BTM 104, 203 and 30

Semester –IV

PAPER NO.-VIII (B.A. VOCATIONAL) TOURISM & TRAVEL MANAGEMENT

IMPACTS OF TOURISM

**Internal Marks 20
External**

Marks 80

Duration : 3 Hours

Course objectives:

The development has its own impacts and so in case of tourism. The students shall be given exposure of the patterns of development in tourism mainly in reference to the developed and developing countries. The study of the positive as well as the negative impacts of tourism becomes essential to understand the benefits and loss of tourism development.

Mode of Paper Setting :

The examiner shall set ten questions selecting two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit.

APPROACHES

Lectures, Group Discussion, Presentation,, Case studies.

MODE OF PAPER SETTING

There shall be ten questions to be set by the examiner selecting two questions from each unit. The candidate shall be required to attempt five questions selecting one question from each unit. All the questions shall carry equal marks. The questions shall be set in a manner that evaluates the theoretical and applied knowledge of the students.

UNIT – I

Patterns of tourism development in the developed and the developing countries – a comparative analysis in terms of volume of tourist arrivals and earnings from tourism

Tourism Development in the regions – Europe, Americas, Asia-Pacific region, Middle East and Africa in terms of volume of tourist arrivals and earnings from tourism

Characteristics of mass tourism

UNIT – II

Economic significance of tourism

Direct, Indirect and Induced Economic Impacts of tourism

Negative Economic Impacts of Tourism

Economic Impact Analysis

UNIT – III

Socio-cultural dimensions of tourism

Positive Social & cultural Impacts of Tourism

Negative Social & Cultural Impacts of Tourism

Social Change and growth of tourism

UNIT – IV

Environmental significance of tourism

Major Impact Areas – Natural Resources, Pollution and physical impacts
Tourism development in relation to global warming, Climate Change, natural resource exploitation & Biodiversity loss

Environmental Impact Assessment

UNIT – V

Sustainable Development of Tourism – the policy & planning issues

Sustainability in cultural tourism

Community empowerment through tourism

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Burns, P. and Holden, A. (1995). *Tourism: A New Perspective*. London, Prentice Hall.

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Davison, R. (1996). The impacts of tourism. In *Tourism Destinations* (R. Davison and Maitland, eds), pp. 18–45. London, Hodder and Stoughton

Peter Mason, 2009, *Tourism Impacts, Planning and Management*, Butterworth Publication, NEW YORK

Semester-V

PAPER NO.-IX (B.A. VOCATIONAL) TOURISM & TRAVEL MANAGEMENT
TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS

Internal Marks 20

External

Marks 80

Duration : 3 Hours

Objectives: The study includes the functions, Regulations for Recognition of Travel Agents, Tour Operators and Excursion Agents. The Role of Sectors like Airline, different Railways Transports is also covered. The learner will also be familiarised with the contribution of important Association in these sectors.

Mode of Paper Setting :

The examiner shall set ten questions selecting two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit.

Paper Setting: The number of questions to be set will be ten in a manner that there are two questions from each unit. The students shall be required to attempt five questions in all, selecting one question from each unit.

Teaching Practices: Class room lectures, Assignments, Cases, Discussions and Seminars.

Course Contents

Unit-I Travel Agency/Tour Operations – meaning, definition, types, significance and growth over the years.

Unit-II Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business.

Unit-III Travel Agency Organisation Structure – Meaning and significance, Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.

Unit-IV Tour Packaging – Concept, meaning, types. Role and contribution of Air Carriers in India and Indian Railways in promotion of tour package business.

Unit-V Role and contribution of Tourism Trade Associations in the healthy growth and development of tour operation business – IATO, TAAI, IATA, PATA.

References

1. Foster, D., the Business of Travel Agency, Pitman, 1990.
3. Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
4. Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).
5. Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006
6. IATA, IATO, TAAI manual./
7. Jag Mohan, Negi, Travel Agency and tour operation, Kanishka Publication New Delhi, 1990.

Semester-V
PAPER NO.-X (B.A. VOCATIONAL) TOURISM & TRAVEL
MANAGEMENT COMMUNICATION SKILLS AND
PERSONALITY DEVELOPMENT

Internal Marks 20

External

Marks 50

Duration : 3 Hours

Course Objectives

The course introduces learners to the basic communication skills and personality traits requisite in tourism and hospitality industry jobs. The theoretical inputs are designed to be used with practical exercises in the class rooms and daily behavioural corrections.

Mode of Paper Setting :

The examiner shall set ten questions selecting two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit.

Teaching Practices

Lectures, Assignments, Cases, Discussions, Presentations

Course contents

Unit I Understanding Communication- Concept, Process and Barriers to Communication. Qualities of Effective Communication. Ways of making communication effective and overcoming barriers.

Types of Communication-Verbal, Non-verbal, Upward, Downward, Internal and External.

Unit II Business Communication (Written) - Principles of correct use of language for words, sentences and paragraphs. Letter; Types, Format and features of a good letter. Email writing, Bio-Data, Resume and Curriculum Vitae, General Guidelines for Preparing Personal Profile, Preparing Cover Letter, Cover Envelope, Statement of Purpose

Unit III Business Communication (Non-verbal) - Non-Verbal Communication and Body Language, Body Language and Verbal Communication, Importance of Body Language, Types of Body Language, Types of Body Movements/Gestures, Reading Body Language, Important Body Parts and Signal used in Communication, Important Body Language for Business

UNIT III Business Communication (Oral)- Art of Good Conversation, Intelligent Listening, Group Communication and Discussion, Team Behaviour , Effective Conduct in Group Discussions, Group Discussion in Induction, Group Discussion Process, Topics in Group Discussion, Tips for Group Discussion, Clarity of Thoughts and Expression, Interviews: Purpose of Interviews, Types of Interviews, Preparation for Interviews, Public Speaking: Need for Public Speaking Skills, Essentials of Public Speaking, Planning Presentation, Delivering Presentation, Basic Qualities in a Public Speaker

UNIT IV Personality Development- Concept of Personality, Elements of Personality, Determinants of Personality, Personality Analysis- Myers-Briggs Type Indicator (MBTI) Assessment

UNIT V Personality(Grooming and Social Skills)- Grooming and Personal Hygiene, Basic Concepts of Grooming, Personal Grooming and Corporate Grooming, Dining Etiquettes, Corporate Etiquettes for Dining, Cross-Cultural Dining Etiquettes, Interpersonal Skills: Developing Interpersonal Skills, Role Playing for Interpersonal Relations, Importance of Role Playing, Process of Role Playing

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Thorpe Edger and Thorpe Showick (2004). *Winning at Interviews*, Pearson Education.

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Websites: www.myersbriggs.org

Semester-VI
PAPER NO.-XI (B.A. VOCATIONAL) TOURISM & TRAVEL
MANAGEMENT HARYANA TOURISM

Internal Marks 20

External Marks 80

Duration : 3 Hours

Mode of Paper Setting :

The examiner shall set ten questions selecting two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit.

Unit – I

Geographical and historical background of Haryana and their importance for tourism

Religious & cultural tourism potential in Haryana including dance, music, fair & festivals

UNIT – II

Socio-economic development in Haryana with special reference to agriculture, industries, education, health and service sector

Haryana's position in agriculture, industries, education, health and service sector at national level

UNIT – III

Tourist Resources of Haryana:

- Monuments of touristic significance and museums
- Religious & pilgrimage centres of Haryana
- Music, dance, fairs & festivals in Haryana

UNIT – IV

Tourism Infrastructure in Haryana

- Transportation and accommodation sector in Haryana
- Recreational and entertainment facilities at the tourism complexes/resorts in Haryana
- Tourism organization in Haryana
- Haryana Tourism Policy - 2008

UNIT – V

Tourism Trends in Haryana

Major types of tourism in Haryana

Major tourist destinations of Haryana

Semester-VI
PAPER NO.-XII(B.A. VOCATIONAL) TOURISM & TRAVEL
MANAGEMENT

ENVIRONMENT AND TOURISM

Internal Marks 20
External

Marks 80

Duration : 3 Hours

OBJECTIVES- Tourism and environment are closely inter related. Tourism cannot flourish in polluted environment. The global warming has threatened existence of several destinations. While planning tourism project the environment considerations and impact assessment are very important. The tourism students should know about recent environmental issues of India and world. This course deals several terms and definitions related with environment and ecology.

Mode of Paper Setting :

The examiner shall set ten questions selecting two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit.

Unit- I- Definitions of environment, ecology, eco-tourism etc. Natural vegetation and wild life of India. Atmosphere, Ozone layer. Deforestation and extinction of flora and fauna.

Unit- II- Contemporary environmental problems; air, water, land, noise pollution, global warming, Green house effects, Controlling measures.

Unit- III- Impact of pollutions on tourism with examples from India and world.

Unit- IV- Eco tourism resources in India; existing tourism and potential tourism in those areas.

Unit- V-Eco tourism policy of Government of India and United Nations Environment Programme (UNEP), Application of eco-friendly steps by tourism and hotel industry.

References;

-Eco Tourism In India, Policy & Guidelines 1998, Ministry of tourism, Government of India

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Environmental problems, NCERT publications

