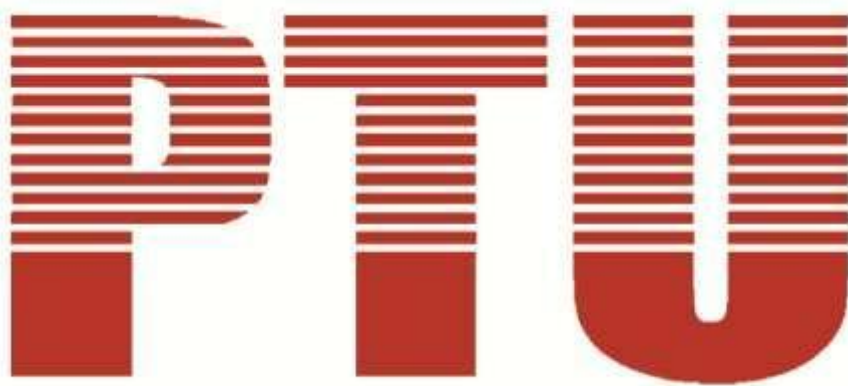


Scheme & Syllabus of
Bachelor in Airlines, Tourism and
Hospitality Management
(B.Sc. ATHM)

Batch 2012



By

Department of Academics

Punjab Technical University

Punjab Technical University
Bachelor in Airlines, Tourism and Hospitality Management Batch 2012 onwards

Bachelor in Airlines, Tourism and Hospitality Management: It is a Under Graduate (UG)

Programme of 3 years duration (6 semester)

Eligibility For Admission: +2 in Any Stream

Courses & Examination Scheme:

First Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BTA 01	Basics of Tourism	4	-	-	40	60	100	4
BTA 02	Tourism Product and Services-I	4	-	-	40	60	100	4
BTA 03	Basics of Management	4	-	-	40	60	100	4
BTA 04	Geography of Tourism -I	4	-	-	40	60	100	4
BTA 05	Customer Care and Interpersonal Skills	4	-	-	40	60	100	4

Second Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BTA 06	Tourism Product and Services-II	4	-	-	40	60	100	4
BTA 07	Tourism Industry Profile	4	-	-	40	60	100	4
BTA 08	Tourism Management	4	-	-	40	60	100	4
BTA 09	Geography of Tourism -II	4	-	-	40	60	100	4
BTA 10	Human Resource Management	4	-	-	40	60	100	4

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Third Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BTA 11	Dimensions of International Tourism	4	--	--	40	60	100	4
BTA 12	Geography of Tourism -III	4	--	--	40	60	100	4
BTA 13	Sales Marketing & PR in Service Industry	4	--	--	40	60	100	4
BTA 14	Business Communication	4	--	--	40	60	100	4
BTA 15	Basics of Computer-I (Practical)	--	--	4	60	40	100	4
BTA 16	Front Office Operations-Reservations & Registrations	4	--	--	40	60	100	4
BTA 17	English Language- I	4	--	--	40	60	100	4

Fourth Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BTA 18	Total Quality Management	4	--	--	40	60	100	4
BTA 19	Automation in Tourism Industry, Airlines & Hospitality	4	--	--	40	60	100	4
BTA 20	Travel Agency & Tour Operations	4	--	--	40	60	100	4
BTA 21	Airlines Management	4	--	--	40	60	100	4
BTA 22	Basics of Computer-II(Practical)	--	--	4	40	60	100	4
BTA 23	Hospitality Management (Focus-F& B, Housekeeping)	4	--	--	40	60	100	4
BTA 24	English Language II	4	--	--	40	60	100	4

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Fifth Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BTA 25	Tourism Policy in India	4	--	--	40	60	100	4
BTA 26	Resort Management	4	--	--	40	60	100	4
BTA 27	Destination Marketing & Mgt	4	--	--	40	60	100	4
BTA 28	Research Methodology & Mgt. Decisions	4	--	--	40	60	100	4
BTA 29	Conference & Events Mgt.(Practical)	--	--	4	60	40	100	4

Sixth Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BTA 30	Industrial Training & Project Practicum	-	-	4	250	250	500	4

Semester First

BTA 01- Basics of Tourism

MODULE I: Introduction- Tourism, The relationship between leisure, recreation and tourism

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.

MODULE II: Motivation of Travel- (Given by McIntosh)

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.

Travel Motivations Given by Grey-Wander lust and Sun Lust

MODULE III: 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.

MODULE IV: Barriers to the growth of tourism- 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, Difference between the domestic tourist and International tourist,

Positive and Negative impacts of tourism- Economic Impacts, Socio-culture Impacts, Environmental impacts.

MODULE V: Carrying capacity- Types of carrying capacity: Physical, biological, Social carrying capacity, Importance of carrying Capacity, Effect of host population on the 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

BTA 02 Tourism Product and Services I

MODULE I: Introduction- Product, Tangible and Intangible products, Difference between Product and service, Tourism Product (5 A's), Accommodation, Accessibility, Attraction, Activities, Amenities.

MODULE II: Accommodation Sector- Introduction of Hotel Industry in India, Types of Hotels, Five Star Hotels in India, Leading Hotel chains, Budget Hotels, Heritage Hotels.

MODULE III: Transportation Sector- Introduction of transportation Industry in India, Roadways, National and State Highways, Express Highways, Railways, Various Tourist trains: Palace on wheels, Deccan Odyssey, Fairy Queen, Airways: Domestic Airlines operating in India, Waterways, National waterways.

MODULE IV: Attractions- Natural Attractions: Mountains, Beaches, Forests, Islands, National parks and Wild Life Sanctuaries, Cultural Attractions: Fairs and Festivals, Paintings, Museums, Historical Monuments, Handicrafts, Cuisines.

MODULE V: Activities- Sports - Winter and summer sports – Mountaineering, Trekking, Skiing, Skating, Water Bases sports: White water rafting, River Crossing, Angling, Surfing, Kayaking, Boating, Parasailing, - Aero sports: Hand Gliding, Hang gliding, Ballooning, Bungee Jumping

BTA 03 Basics of Management

MODULE I: Introduction to Management:

Concept, Nature, functions, process, Traits of a successful manager and managerial role. Management and society: Business ethics and social responsibilities.

MODULE II: Planning: Nature, purpose, Types and process of planning.

MODULE III: Organising:

Concept of organizing and organization. Line & Staff, Span of control. Delegation
Decentralisation Organization structure.

MODULE IV: Directing:

Communication-Process and types of communication, Barriers and principles of effective communication, Motivation- Meaning, Theories – Maslow and Herzberg, Leadership
Co-ordination: Meaning, definition, Principles of co-ordination, Techniques of effective co-ordination

MODULE V: Leadership:

Concept, Qualities of a successful leader: factors influencing performance of leaders.
Styles of leadership, Management Grid. Controlling – Process. Methods and techniques

BTA 04 Geography of Tourism-I

MODULE I: India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.

MODULE II: The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.

MODULE III: The Central Plains: General introduction of deserts & central plains. Their importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.

MODULE IV: The Peninsula: General features of Indian peninsula with their tourism significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty

MODULE V: The coastal plains and islands: General features of coastal regions, their importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.

REFERENCES :

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi
- Tourism Planner
- Tour Brochures etc.
- Lonely Planet – India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
- Pilgrimage in India, R.N.Pillai
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.

BTA 05 CUSTOMER CARE & INTERPERSONAL SKILLS

MODULE I:

Who is a customer? Internal customer, external customer
Who is a service provider?
Why are some service providers better than others?
Who is a satisfied/ dissatisfied customer?
What are the consequences of satisfied/ dissatisfied customers?

MODULE II

What is Quality?
What is customer satisfaction?
What is customer delight?

MODULE III

Key areas of customer care
The product or the service itself
Sales and promotion of the service
After sales support to the customer
Organizational culture

MODULE IV

Customer Feedback, feedback tools
Converting Customer care philosophy into everyday action
Developing customer trust and loyalty - online
Grooming and Etiquette
Telephone Handling Skills

MODULE V

Complaint Management
Transactional Analysis in Customer Care
Customer care in airlines
Customer care in hotels
Case studies and Role Plays

SEMESTER
SECOND

BTA 06 Tourism Product of India

MODULE I: Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana)

Hill Stations: Mussoorie, Srinagar, Shimla, Munnar and Ooty.

Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshdweep islands.

MODULE II: Popular Tourist Resources- Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri

Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).

MODULE III: Pilgrimage Destinations: Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyaal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.

Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana

Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Saint: Kabir, Tulasi, Raidas, Sankaracharya.

MODULE IV: Fairs and Festivals: Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

MODULE V: Handicrafts and Handlooms. History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.

References

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.

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- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, Monuments of India, Vol. II., London.
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
- Vatsayana, Kapila, Indian Classical Dance, New Delhi.
- Swami, Prayaganand, History of Indian Music.
- Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
- Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
- Grewal, Bikram (ed) : Indian Wildlife.

BTA 07 Tourism Industry Profile

MODULE-1- Introduction to Luxury Railways

Luxury Trains in India

- Royal Rajasthan on Wheels
- Golden Chariot
- Deccan Odyssey

MODULE 2 - Travel and Tourism Organizations

Chapter 1 - IATA

History, Growth and Development

IATA Goals

IATA Approval Membership

Chapter 2 - UFTAA

Introduction

Membership

Functions

Chapter 3 - FHRAI

Introduction

Membership

Functions

MODULE 3 - Travel Agency and Tour Operations Business

Chapter 1 – Kuoni Destination Management, India

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Introduction
Principle Services Offered

Chapter 2 – Thomas Cook
Introduction
Principle Services Offered

MODULE 4 - Accommodation Sector

Chapter 1 – Oberoi Hotels
Introduction
Activities of the Group
Oberoi/Philae Nile Cruiser
The Oberoi ,New Delhi
The Oberoi Vanyavilas, Ranthambore

MODULE 5 - Aviation Industry

Chapter 1 – Jet Airways
Introduction
Products and Services

Chapter-2 Kingfisher Airlines
Introduction
Products and Services

BTA 08 Tourism Management

MODULE I: Introduction- Definition of management concept-Development of management- managerial skills of tourism-management of tourism-components of tourism- accommodation-attractions-accessibility-management of environment.

MODULE II: Management of tourism marketing-segmentation-marketing mix-tour pricing- types of demand and supply and marketing research.

MODULE III: Nature and classification of tourism- Basic nature of tourism, Nature of tourism: Leiper's Model, TGR, TR, TDR, Varied benefits of tourism, Indian concept of classification of tours/tourism.

MODULE IV: Tourism planning- Need for tourism planning, Essentials of planning, Eight-point planning process, Aims of tourism planning, Significance of planning.

MODULE V: Infrastructure of tourism management- Structural components, important tourist services, the seasonal character of tourism, Suggestions for improvement of tourism

Tourism organisational set up in India- Structure of department of tourism, NTO & its Functions

BTA 09 Geography of Tourism-II

MODULE 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.

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

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

MODULE 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.

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

BTA 10 Human Resource Management

MODULE I: Introduction to Human Resource Management- Definitions, Functions of Personnel Management, Objectives of Personnel Management, Qualities of a Good Personnel Manager.

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

MODULE III: Recruitment- Definition, Sources Of Recruitment, Internal Sources Of Recruitment& (Advantages, Dis-Advantages), External Sources ((Advantages, Dis-Advantages)

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)

MODULE IV: 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
Performance Appraisal- Definition, Objectives, Process, Methods- Past Oriented -Future Oriented

MODULE V: Job Evaluation- Definition, Objectives, Principles, Methods-Non Analytical, Analytical
Employee Remuneration-Definition, Components, Factors Influencing Employee Remuneration, Concept of Wages

SEMESTER
THIRD

BTA 11 Dimensions of International Tourism

MODULE I: Trends and critical issues Of World Tourism, Understand the supply and demand of Tourist Travel, Reasons for Tourism Flow patterns, Outline the evolution of International Travel and transport developments that have affected tourism.

MODULE II: The Role of the State in Tourism

National Tourism Organization
Department of Tourism, India
ITDC
DGCA
AAI
FHRAI

MODULE III: 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

MODULE IV: Travel Industry Fairs

Participation Advantages
ITB
WTM
PATA Travel Mart
ICCA

MODULE V: International Tourism Organizations

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

BTA 12 Geography of Tourism -III

MODULE I: Geography of travel and tourism - definitions and concepts

The tourism system - tourism-generating areas, destination areas, transit zones

MODULE II : The multiple forms tourism - destinations, characteristics, types of tourists, distance travelled, The determinants of demand for tourism - travel propensity and frequency, influence of the economic, demographic, political environment, personal variables, barriers to travel.

MODULE III: Geography of resources for tourism - the nature of tourist resources at different spatial scales, resources and "unique selling propositions"

MODULE IV: The importance of climate - climatic variables affecting tourism, the distribution of world climates (zones, regions) and their significance for tourism

MODULE V : The importance of transport in tourism - spatial interaction between components of the tourist system, transport elements, costs, modes, routes, networks, air and surface transport, Future geography of travel and tourism - some prospects

BTA 13 Sales & Marketing in Tourism

MODULE I : 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), Modern marketing concepts (Green marketing, Mobile marketing, Cross cultural marketing, Web marketing , Tele marketing , Relationship marketing, Buzz marketing)

MODULE II: Analysis and selection of market: Measuring and forecasting tourism demand; forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).

MODULE III: Marketing Mix Elements- 7 P's of marketing –Product (Levels, Classification, Branding, Packaging, and 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.

MODULE IV :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.

MODULE V : 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

BTA 14 Business Communications

MODULE I: Introduction: Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Communication Models, Barriers to effective communication. Importance of Communication in: Negotiation, Conflict Management

MODULE II: 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.

MODULE III : 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, Cross Cultural Communication., Importance of Dressing / Manners & Etiquettes in Business Communication.

MODULE IV: Presentation skills: What is a presentation – elements of presentation – designing a presentation? Advanced visual support for business presentation- types of visual aid NEGOTIATIONS SKILLS. What is negotiations – nature and need for negotiation – factors affecting negotiation – stages of negotiation process – negotiation strategies.

MODULE V: Group communication- Meetings –Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release-press conference – media interviews Seminars – workshop – conferences. Business etiquettes.

BTA 15 Basics of Computer (Practical)

MODULE I: Basic Computing: Computer Fundamentals –Theory -Definitions, Elements of a computer system, -Hardware Features and uses, -Components of a computer.

MODULE II: Windows Operations- Creating folders/shortcuts/renaming files/deleting files, exploring windows, quick menu

MODULE III: Office Work: The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, Powerpoint, Access and Outlook Express)

MODULE IV: Internet: E-mail and electronic highway, Internet.

MODULE V: Computer Presentation: Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.

Suggested Readings:

- Lucey T, Management Information Systems, DP Publications.
- Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.

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- Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
- Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988

BTA 16 Front Office Operations

MODULE I: Front office operations- Terminology, Front office functions: Information, Reservations, Reception, Lobby, Cashiering, Night Auditor, Telephones, and Emergencies. Front office's interaction with other departments.

MODULE II: Reservation System and Procedure- Manual Reservation, Automated Reservation, Central Reservation Office, Individual Reservations, Group Reservations, Walk-ins, Reservation Holder, Room Assignment.

MODULE III: Determining Room Availability and Assignment- Terminology (room revenue, corporate traveler, no-show, due-out, turn-away, walk-in, group booking, stay-over, full-house management, run of the house, occupancy rate, blocked rooms, yield management, and guaranteed payment)

MODULE IV: Registration Procedure- Registration Card / Form, Payment Method, Rooming, Housekeeping Report, Special Situation, Special Guests, Reports, Overbooking.

MODULE V: Cashier and Billing Procedures- Terminology (source documents, voucher, department journal, folio, posting, city ledger, cash sheet, petty cash, float, and point of-sale), Billing procedures, Guest Accounting cycle, Charges, Late Charges, Cashier's Responsibilities, Payment.

Night Auditor- Purpose of Hotel Night Audit, Elements necessary for completing night audit, Manual and Automatic Posting, Process of Night Auditing.

References

- Professional Front Office Management by Robert Woods, Jack Ninemeier, David Hayes, & Michele Austin. 2007. Pearson/Prentice Hall. ISBN 0-13-170069-3
- Front Office Operations by Sudhir Andrew.

BTA17- English Language –I

Grammar

- Articles,Parts of Speech,Tenses,Voice
- Direct and Indirect Narration ,Transformation of Sentences ,Idioms and
- Proverbs
- Common Errors in English
- Vocabulary
- Punctuation
- Story Construction
- Paragraph Writing

SEMESTER
FOURTH

BTA 18 Total Quality Management

Module I- Origin of the Quality Movement, Historical Development of the Quality Movement, Concept of Total Quality Management, The Quality Gurus, The Baldrige Quality Award, Total Quality Management, Key Elements of TQM.

Module II- 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

Module III- 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.

Module IV- Human Resource Development and Quality Management, Role of HRD, Training and development, Changes related to performances and its measurement, Importance of Frontline staff, Building a Quality organization, Organizing and implementing- Total Quality Management, Roles in organizational transition to TQM.

Module V- Small groups and Employee involvement, Teams for TQM. Quality Circles, Benchmarking, Educating the customers about Quality, ISO Series, Obstacles to TQM

BTA 19 Automation in Tourism Industry, Airlines & Hospitality

MODULE I: Automation in the tourism industry –
An Introduction
Importance of Information Technology in Tourism
Automation in the hotel, airlines and travel business

MODULE II: IATA:
Importance
Role
History

MODULE III: Introduction to CRS:
The need for a CRS system
History of the CRS system
Use of the CRS by Airlines and Travel Agents
Benefits and importance of the CRS system to the Travel trade
Introduction to Amadeus
Basic commands applicable to Amadeus+ Practical

MODULE IV: Ticketing process:
Components of an electronic ticket
Types of tickets: Manual ticket/ Automated Ticket/ e-ticket
Ticket coupons
Difference between I ticket and e-ticket
What are Special fare?
Various kinds of special fares

MODULE V: Billing and settlement plan (BSP)

What is BSP?

Advantages of BSP to travel Agents

Describe various stages of BSP operations

A short introduction to Standard Traffic Documents (STD)

BTA 20 – Travel Agency and Tour Operations

MODULE 1: ITINERARY PLANNING

Itinerary and its importance

Types of Itineraries

Factors to keep in mind while designing an Itinerary

Itineraries for Inbound and domestic tourists:- Golden triangle, Rajasthan tour, Kerala tour

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

MODULE 2: PACKAGE TOURS

Package tour and its components

Practical components of a standard package tour

Designing & Costing of a package tour

MODULE 3: VISAS

Difference between Passport and Visa

Types of Passport & Visa

Preparing Visa cases

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

MODULE 4: FOREX

Basic overview of FOREX

Forex Terminology- TCs, Cash currency, BTQ, LERMS

MODULE 5: HOW TO SET UP A TRAVEL AGENCY

IATA Rules and Regulations.

CASE STUDY DISCUSSION

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

Thomas Cook

La Passage to India

Travelguru.com

BTA 21 Airlines Management

Module I- History of Aviation, Types of Aircrafts, Airline Terminology

Module II- Cabin Crew, Announcements, Airport Jobs

Module III- Airport Codes, Airline Codes, Phonetic Alphabet

Module IV- Airport Lounges, How airports work, Baggage Handling, Airport Security

Module V- World Organizations (IATA, ICAO, DGCA)

Case Study Discussions:

Jet Airways, Kingfisher, Indian Airlines

British Airways, Fly Emirates, Singapore airlines

BTA22 – Basics of Computers –II (Practical)

MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document.

Mail merge: creating main document, letter and envelope and data source. Adding and removing fields from data source.

Power Point (Presentation software): Basic concept of presentation software. Standard formatting, and drawing toolbars in PowerPoint and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

Excel: its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae. Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Excel Functions: max, min, date, count.

Internet: A brief history of origin of internet. Various applications of Internet such as email, information gathering, searching, chatting, downloading etc. Use of search engines, internet explorer and e-mail messages and etiquettes. Use of internet in various fields.

BTA 23 Hospitality Management (F&B, Housekeeping)

MODULE I : The Food & Beverage Service Industry - Introduction to the Food & Beverage Industry, Classification of Catering Establishments (Commercial & Non-Commercial), Introduction to Food & Beverage Operations (Types of F&B Outlets)

MODULE II: Types of Food & Beverage Service -Table Service –English / Silver, American, French, Russian, Self Service – Buffet & Cafeteria, Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc., Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, Automats, Mis-en-place & Mis-en-scene.

MODULE III : Food & Beverage Service Personnel- Food & Beverage Service Organization, Structure -Job Descriptions & Job Specifications, Attitudes & Attributes of Food & Beverage personnel, competencies, Basic Etiquettes, Interdepartmental relationship.

MODULE IV: ORGANISING THE HOUSEKEEPING DEPARTMENT

1. Housekeeping Personnel
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.

MODULE V: Housekeeping terms, Importance & Functions of Housekeeping
House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public

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Areas, Maids Room, Indoor and Outdoor Areas, Co-ordination with other Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.

BTA-24 ENGLISH LANGUAGE –II

Précis Writing

Letter writing, Essays

Book: Twelve short stories:

Edited by: C.M Sharma (OXFORD UNIVERSITY PRESS)

Reading Comprehension

-Listening Skills

-Speaking- Extempore, Art of public speaking, Presentation, Group

Discussions

- Inspirational Stories: Great Industry Personalities

SEMESTER
FIFTH

BTA 25 Tourism Policy in India

Module 1. Tourism Planning In India

Concept, Need, Objective of tourism planning
Five Key Steps in Tourism Planning Process
Three Level Tourism Planning
Product life cycle and their applicability in tourism planning
Urban and rural tourism planning
Eleventh Five Year Plan an Overview
Role of state and local tourism organisations in tourism planning

MODULE 2. Policy Formulation in India

Concept of Policy,
Formulating tourism policy
India's National Tourism Policy, 1982 and 2002
National Tourism Action Plan, 1992
Role of government, public and private sectors

MODULE 3. Tourism Scenario in India

Introduction to present scenario of tourism
Brief History of Tourism In India
Recognition of tourism as an Industry by Government
Investment opportunities and government policy for investment in hotel/tourism industry.
Sources of funding.
TFCI: Tourism Finance Corporation of India (TFCI)-Aims, Objectives, Organization and Functions

MODULE 4. International Agreements :(An Introduction)

Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

MODULE 5. CASE-STUDY:

Rajasthan Tourism Development Corporation Tourism Planning and Policy
Uttaranchal Tourism
Himachal Tourism
J&K Tourism
Kerala,
Madhya Pradesh

BTA 26 Resort Management

Module I - Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario.

Module II- Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept.

Module III- Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dining and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

Module IV -Resort Management: Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis

Module V- Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

BTA 27 Destination Marketing and Management

Module I :

Case Studies:

Golden Triangle, Pilgrimage Tourism, Cultural Tourism

Module II:

Adventure Tourism, Incentive Travel ,Health Tourism

Module III:

Wildlife Tourism, Educational Tourism, Agro-Tourism/Rural Tourism, Beach Tourism, Golf Tourism

Module IV:

Introduction to Destination marketing, Environment of Destination, Destination marketing plan, Consumer buying Behavior

Module V:

Destination Product, Destination Pricing, Distribution Channel, Promotion I, Promotion II

BTA28 Research Methodology and Management Decisions

- 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

BTA 29 Conference and Event Management

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

Module II- Event Planning, Event Marketing, Event Evaluation.

Module III- Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

Module IV- Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

Module V- Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

SEMESTER
SIXTH

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BTA 30 On the Job Industrial Training & Project Practicum with close monitoring by the
ITFT