

Dr. Bhimrao Ambedkar University, Agra

Institute of Tourism & Hotel Management

Syllabus

B.A.(vocational)

There are four subjects in B.A. (Vocational) which are as below:

1. Travel & Tourism Management
2. History
3. Sociology
4. English

Note: Each subject has 2 papers in each semester.

Subject 1: Travel & Tourism Management

Semester 1

Course 1:

Tourism Business -I

Unit -1

Concepts, definitions, origin and development, Types of tourism, Forms of tourism: domestic, international, regional, inbound, outbound, components of tourism.

Unit -2

Nature, characteristics, significance and scope of tourism.

Unit - 3

Growth and development of tourism, Components & typology of tourism.

Unit- 4

Tourism organizations: World Tourism Organisation (WTO), Pacific Asia Travel Association(PATA), World Tourism & Travel Council, (WTTC) Role and function of Ministry of Tourism, Govt. of India, ITDC,

Unit- 5

Tourism as an industry, visitor, tourist, traveller, excursionist.

COURSE 2

Tourism Product - I

Unit - 1 Concept of tourism product, Characteristics of Tourism Product, forms of tourism product both natural

& man-made.

Unit -2 Heritage Monuments, arts, craft, Flora, Fauna Environmental Ecology.

Unit -3 Tourist Resources – Definition & Differentiation, Types, religious & spiritual centers, fairs & Festivals. Trga meditation & others centers.

Unit-4 Craftsmanship, Folk customs, museum, art galleries, Natural tourist resources, Landform & Landscape, Climate, water bodies.

Unit -5 Socio-cultural resource - Architectural Heritage Of India, Historical monuments of touristic significance Archaeological sites, religious shrines/centers - Hindu , Buddhist , Jain , Sikh , Muslim ,Christian & Others

Semester II

Course 3: Tourism Business II

Unit 1

Assessment of tourism impacts on destinations: Economic, socio-cultural and ecological.

Unit-2

Emerging trends in hospitality industry and challenges before it.

Unit -3

Emerging areas of tourism: rural, eco, medical, pilgrimage, Bollywood, golf. Dark Tourism Mass Tourism, wine tourism, camping tourism, adventure tourism etc.

Unit- 4

Concept of MICE tourism.

Unit- 5

Concept of carrying capacity in tourism Industry and various influencing factors.

Course 4: Tourism Product -II

Unit 1

Performing Arts of India - Classical Dances & Dance Styles Centre of learning & performances Indian Folk Dance. Music & musical instruments: School of Indian music, status of vocal & instrumental music.

Unit -2

Cultural Tourism - problems and prospects - Fairs and Festivals-Dance Festivals

Unit -3

Performing arts - Dance and Music forms - Music Festivals - Fruit and Flowers Shows - Food Festivals, Wildlife Sanctuaries- National parks -Botanical gardens and Zoological Parks, Biosphere reserve, facilities and amenities.

Unit - 4

Tourist resources potential in mountain with special reference of Himalayas,

Unit -5 Resources in Island, India's main desert areas.

Semester III

Course 5: Tourism Marketing -I

Unit - 1

Definition and Marketing Concepts, Need and Importance of Marketing for Tourism

Unit - 2

Special features of Tourism Marketing - Marketing Functions - Market Research.

Unit - 3

Market Segmentation and Tourism Marketing Mix.

Unit - 4

Marketing of Tourism Related Services: - Marketing of Airlines, Hotels, Resorts.

Unit - 5

Promotion: Advertising - Sales Promotion - Publicity.

Course 6: Travel Agency , Tour Business & Accommodation - 1

Unit -1

History & growth of Travel Agency, Types of travel agency and tour operation,

Unit- 2

Basic concept of Travel agents, Tour Operators & Excursion Agents.

Unit - 3

Function of a travel agency and tour operator Itinerary planning: domestic and international.

Unit - 4

Tips and steps for itinerary planning.

Unit - 5

Types of Tour, tour formulation and designing process.

Semester IV

Course 7: Tourism Marketing - II

Unit - 1

Meaning of tour package. types and forms of tour package.

Unit -2

Methodology and Considerations of tour package.

Unit - 3

Costing of tour packaging, quotations of tour package.

Unit - 4

Designing & printing of tour Brochure.

Unit - 5

Advantages and disadvantages of Package tours.

Course 8: Travel Agency & Tour Business & Accommodation - II

Unit- 1

History of Airlines & Railway, history of Airlines & railway in India.

Unit - 2

Role of Airlines, Indian Railways, Air India & private airlines in the growth of travel agency & tou operators Business,

Unit - 3

Accommodation - Types of Accommodation,

Unit- 4

Organisation of Hotel Industry & Management,

Unit -5

Recent trends in Hotel Industry.

Semester V

Course 9: Emerging Concepts For Effective Tourism Development

Unit - 1

Relevant concepts & preaches for effective tourism development

- National Development Council Report on Tourism Development

Recent Tourism policy of Government of India. New Policies on Civil aviation. Tourist traffic & its improvisation.

Destination Development - Sustainable Development

Unit- 2

Man power Development needs.

Unit-3

Management Strategies and tourism.

Unit 4

State Tourism Policy

Unit- 5

Tourism Legislation and its necessity

Course 10: Information, Communication and Automation

Unit 1

Communication, Presentation & collection of information DATA, Types of Communication, process, barriers in communication.

Unit- 2

Effective communication, Information Technology

Unit- 3

Data Collection, Consortiums of airlines, hotel & Wholesalers

Unit 4

Merits and demerits of Information Technology

Unit - 5 Market Research

Semester VI

Course 11

Projects Report & Report on the Job Training

Course 12: Entrepreneurship Development -

Unit -1

new concept of Entrepreneur, Entrepreneurial functions & Entrepreneurial Skills.

Unit-2

Establishing Small Scale Enterprise, opportunity Scanning, Market Assessment for small Scale Enterprise
Selection of site and choice of Technology.

Unit-3

Project Planning: Project Report Preparation, Analysis for financial feasibility.

Unit- 4

Institutional Arrangements - Institution for Entrepreneurial Development State Incentives, Role of financial
Institutions.

Unit-5

Management of Small Business-Issues in financial Management, Human Resources Management and
Marketing Management

Subject 2: History

Semester-I

Course - 1 (Political History of India from the Earliest Times to the Age of Mauryas)

1. Sources of Ancient Indian History
2. Paleolithic and Mesolithic Cultures
3. Neolithic and Chalcolithic village cultures
4. Bronze Age—The Indus valley civilization
5. Vedic Polity
6. (a) Janapadas and Mahajanapadas-Monarchies and Republics
(b)The rise of Magadh
7. Macedonian Invasion and its impact.
8. The MauryanEmpire—Conquest and Administration.

Course – 2(Political History of India from Post Mauryan Times to Harsha)

1. Sungas and Kanvas
2. Indo-Greeks and Saka Pahlawas
3. Satwahanas
4. Kushanas
5. The Gupta Rulers: Their Administrative Organisation
6. Huna Invasion and the Downfall of the Guptas
7. Vakataka and Naga Dynasties
8. Harshvardhan& His Achievements

Semester – II

Course - 3 (Political History of India from Rajputs to the Turkish Conquest)

1. Origin of the Rajputs
2. Cholas: Their Administration
3. brief description of the other contemporary dynasties of South India
4. Tripartite Struggle & The Kingdom of Kannauj
5. Sindh and Multan: The Establishment of Arab Power
6. Palas&Senas of Bengal
7. A brief description of the prominent Rajput dynasties: Gahadwal, Chandel, Chauhan, Parmar&Katauris
8. Ghaznavi Invasions & Their Impact
9. Invasions of Mohd. Ghori& Turkish Conquest of North India

Course-4 (Political History of India from the Turkish Conquest to the end of Delhi Sultanat)

1. Political condition of North India on the eve of Turkish Invasion: Causes of the success of Turks
2. IllbariPurk Rulers-Aibaq, Iltutmish, Razia and Balban
3. The Khalji Dynasty-AlauddinKhalji
4. The Tughlaq Dynasty-Mohd. Bin Tughlaq and FirozTughlaq
5. Invasion of Timur and Disintegration of the Sultanate
6. Vijaynagar and the Bahmani Kingdoms
7. Sayyids andLodis

Semester – III

Course - 5 (Political History of India from Babur to Aurangzeb)

1. Political scene of North India on the eve of Babur's Invasion I Causes of Babur's success.
2. Humayun- Struggle, Exile and Restoration .
3. Shershah Suri - His Civil, Military and Revenue Administration
4. Akbar - Conquest, Administration, Mansabdari System, Relations with Rajput states
5. Jahangir and Nurjahan - Deccan Policy and Relations with Persia
6. Shahjahan - Central Asian Policy, Deccan Policy and War of Succession
7. Auragzeb—Military Exploits, Administration, Revolt and Reaction
8. Rise of Maratha Power under Shivaji its Relations with Mughals .
9. Shambhaji, Rajaram and Tarabai

Course - 6 (Political History India from later Mughals to the Revolt of 1857)

1. Later Mughals and Downfall of the Mughal Empire
2. Early: European settlements - The Portuguese, Dutch, Danes, English and French, Anglo-French rivalry .
3. Rise of English Power—Conquest of Bengal and Awadh
4. Lord Clive - His Dual system in Bengal
5. Warren Hastings - His Administrative Reforms and Relations With Marathas .
6. Regulating Act and Pitt's India Act .
7. Lord Cornwallis - His Reforms, permanent settlement in Bengal and Anglo-Maysore Relations
8. Lord Wellesely - His subsidiary Alliance
9. William Bentinck and His Reforms
10. Lord Dalhousie—Reforms and the doctrine of lapse

Semester – IV

Course - 7 (Political History of India from 1857 to 1947 AD)

1. Revolt of 1857
2. Causes, Events and Results
3. Nature of the Revolt
4. Queen's Proclamation Act of 1858
5. Lord Lytton – His Policies
6. Lord Ripon - His Internal Reforms
7. Lord Curzon---Partition of Bengal
8. Rise of Nationalism in India: Birth of Indian National Congress, the Moderates and Extremists
9. Pre—Gandhi Phase—Swadeshi Movement and Early Revolutionary Movement
10. Emergence of Gandhiji in Indian National Movement: Non-cooperation and Civil Disobedience Movement
11. Role of Revolutionaries in Indian Freedom Struggle: Chandrashekhar Azad, Bhagat Singh and Subhash Chandra Bose
12. Quit India Movement
13. Communal Politics and Partition of India

Course – 8 (Ancient Indian Culture)

1. Vedic Society, Economy, Religion and Culture
2. Religious Ideas and Practices in the sixth century B.C.—Jainism, Buddhism, Ajivikism and other sects
3. Evolution and Development of Bhagwatism
4. Mauryan Society, Economy, Art and Architecture
5. Religion and Art under the Kushanas-Different schools: Gandhara, Mathura and Amarawati
6. Gupta Period—Society, Economy, Art, Architecture, Literature and Development of Science and Technology

Semester – V

Course - 9 (Medieval Indian Culture)

1. Rural and Urban Society during Medieval India
2. Land Revenue Administration
3. Inland and Maritime Trade
4. Main Industries and Industrial Centres
5. Development of Language and Literature
6. Religious policy of the Ruling class
7. Sufism and Bhakti Movement
8. Sultanate and Mughal Architecture
9. Rajput and Mughal schools of painting
10. Status and Position of Women

Course – 10 (Modern Indian Culture)

1. Society in 18th Century: Socio-Religious Reform Movements - BrahmSamaj, PrarthnaSamaj, Ramkrishna Mission, Arya Samaj, Theosophical Society, Radhasoami Faith
2. Tribal Movements
3. Lower Caste Movements
4. Rise of Middle Classes
5. Various Agrarian Settlements; Permanent Settlement, Rayyitwari and Mahalwari System
6. Handicraft and Industrial Production
7. Development of Education
8. Development of Press and Media
9. Status and Position of Women
10. Development of Art and Architecture

Semester – VI

Course – 11 (A Brief Survey of Modern World from Renaissance Napoleonic Era

1. Renaissance in Discoveries Decline of Feudalism, Beginning of Capitalism, Emergence of Nation States
2. Reformation in Europe—Martin Luther king and the Protestant church
3. Commercial Revolution in Western Eropce - Merchatilism
4. The Thirty Year's War – its significance in European History
5. The Emergence of Scientific View of the World – The Age of Enlightenment
6. The French Revolution
7. Napoleonic Era—its Significance in World History
8. Growth of Liberalism and Democracy in Western Europe
9. The Industrial Revolution

Course-12 (A Brief Survey of Modern World from 1870-1945)

1. Unification of Large Nation States-Italy & Germany
2. Modernatiosation of Japan and its imergence as Great power
3. The European Powers and the Ottoman Empire
4. First World War—Causes, Result and Its Impact
5. The Treaty of Versailles-Provisions and Criticism
6. Russian Revolution—causes, Socio—Economic Reconstruction
7. Arab Nationalism
8. The World Depression of 1929-32 New Deal of Franklin D. Roosevelt
9. Fascism and Nazism
10. Second World War - Causes and Results

Subject 3: Sociology

Semester-I

Course - 1 Basic Concept

1. The Meaning, Scope and Subject Matter of Sociology.
2. Nature of Sociology, Methods of Sociology.
3. Society, Community, Association and Institution.
4. Social Groups, Primary and Secondary, Reference Group.
5. Status and Role, Social Reification and differentiation.

Course - 2 Social Environments

1. Culture and Civilization
2. The concept of Environment, Natural Environment and Cultural Environment.
3. Individual and Society, Socialization Concept and Main Agencies.
4. Theories: Cooley, Mead, and Freud.
5. Kinship System - Kinship categories, Kinship Terminology. Usages, comparison of Kinship system of North and South India.
6. Tribal Marriage and Family.

Semester-II

Course 3: Indian Sociology

1. Traditional bases of Indian Society, Dharma.
2. Ashramas, Purusharthas, Sanskars.
3. Family - Nuclear and Joint Family, modern changes in family.
4. Marriage - Hindu Marriage, Muslim Marriage and Christian Marriage.
5. Impact of Islam and Western culture on Indian Social life and Institution.
6. Problems and recent changes in marriage.

Course 4: Social Institution

1. Caste: Concepts Origin structure of caste and its future.
2. Jajmani System - Concept, Function and Roles.
3. Sanskritization, Nestrnization, Modernization.
4. Characteristics of Rural society, Panchayati Raj.
5. Tribes - Problems and remedies, Kinship System amongst Tribal Community.

Semester-III

Course 5: Social Control

1. Meaning and definition Characteristics of Social Control. Nature and its Various forms.
2. Theories of Social control -- Ross. Durkheim, Parsons.
3. Forms of Social Control - Formal and Informal.
4. Informal agencies of Social control - Religion, family, customs.
5. Formal agencies o Social Control - Education, State, Law

Course - 6 Social Changes

1. Social Change Concept Patterns and characteristics
2. Theories of Social Change - Sorokin, Ogburn. Marx. Veblon
3. Factors or Social change-Population and social change, Tecla of Social change
4. Economic factors of Social change, Cultural factors of Social change
5. Urbanization, Industrialization.

Semester-IV

Course - 7 Social Research & Survey

1. Social Survey. Social Research -Definition, Distinction between Social survey and social research. Major Steps of Social Research
2. Planning of Social survey - Major steps, Importance and Limitations
3. Sampling - Meaning. Importance and types of sampling.
4. Data- Meaning. Type of Data (Primary and Secondary) and Sources.
5. Techniques of Data Collection - Observation, Interview, Schedule and Questionnaire

Course - 8 Research Methodology

1. Classification and Tabulation of Data.
2. Diagrammatic Presentation of Data
 - a. Bar diagram & Pie diagram
3. Graph - With special reference to Histogram and Polygon.
4. Mean. Median Mode & Standard deviation.

Semester-V

Course – 9 History of Social Thought

1. August Comte Law of three stages. Positivism
2. Karl Marx - Historical materialism. Class and Class conflict
3. Durkheim - Social fact, Religion.
4. Parsons - Social Action, Social System.
5. Max Weber - theory of bureaucracy

Course –10 Indian Social Thinkers

1. Mahatma Gandhi: Trusteeship. Sarvesva.
2. Bhagwandash :SarvaDharmSamanvi Social system
3. G.S. Gharve: Cast. Class and occupation
4. Acharya Nandradha Dev; India: Socials and Kisan Movement
5. Sri Aurobindo Ghose : Concepts of Superman and Nationalism

Semester-VI

Course – 11 Social Disorganization

1. The concept of social disorganization
 - a) Symptoms and causes of social disorganization
 - b) Theories of social disorganization
2. Crime - Meaning and causes
3. Juvenile - Delinquency - Meaning and causes. white collar crime
4. Theories of Punishment. Correctional Institutions
5. Probation and Parole

Course – 12 Major Problems of Indian Society

1. Terrorism. Unemployment
2. Communalism, Cast Conflict
3. Corruption, Female Crime
4. Population, Poverty
5. National Integration- Meaning and its significance, Causes of National disintegration, Major steps taken by the Government in this direction.

Subject 4: English

Semester-I

Course - 1 Grammar

UNIT I. Correction of errors comprising Articles, Noun, Pronouns, Adjectives, Preposition, Verbs and Adverbs

UNIT II. Formation of words (Noun, Verbs and Adjectives), Word Power: Synonyms, Antonyms, Paronyms, and Homonyms.

UNIT III. Punctuation and Spelling.

UNIT IV. The sentence: Types, Part of a Sentence, part of speech.

UNIT V. Idioms and Phrases, Words Often Confused

Course – 2 Essays (First Five from prescribed book)

Chapter I. Sir Roger At Home.....Joseph Addison.

Chapter II. The Purpose of Education.....C.E.M. Joad

Chapter III. Cricket and Cricketers.Neville Cardus

Chapter IV. The Medium of Instruction.....Mahatama Gandhi

Chapter V. Basic Wisdom.....Jawaharlal Nehru

Semester-II

Course – 3 Grammar

UNIT I. Translation from English into Hindi.

UNIT II. Comprehension - Reading Comprehension, Learning Comprehension

UNIT III. Essays, on the spot Composition

UNIT IV. Verb Transitive / intransitive, Primary, Auxiliary, Model Auxiliary

UNIT V. Active Voice and Passive Voice

Course - 4 Essays (Last five from prescribed book)

Chapter I. Intellectual CultureHarDayal.

Chapter II. Jesus Christ and Mahatma GandhiLouis Fischer.

Chapter III. Lectures.....J.B. Priestley.

Chapter IV. On Speaking in Parliament.....Lord Chesterfield.

Chapter V. Science and Human Life.....J.B.S. Haldance.

Semester-III

Course – 5 Grammar

UNIT I.Correction of sentences (Conjunction, infinitive, Gerund, Participle) Confused Words

UNIT II.Analysis and Synthesis

UNIT III.Direct and Indirect Narration

UNIT IV.Conditional sentences

UNIT V.Expansion, Précis Writing

Course – 6 Selected Short Stories (First five from prescribed book)

Chapter I.The Diamond Necklace Guy De Maupassant.

Chapter II.The Gift of the Magi.....O, Heury

Chapter III.Rip Van Winkle..... Washington Irving

Chapter IV.An Astrologer's Day.....R.K. Narayan

Chapter V.The Luncheon..... William Somerset Maugham.

Semester-IV

Course – 7 Translation and Letter Writing

UNIT I.Translation from English into Hindi

UNIT II.Letter Writing: Formal and Informal

UNIT III.Application, Business and Commercial.

UNIT IV.Proposal; Writing, Memorandum/ notices

UNIT V. Art of Speech

Course – 8 Selected Short Stories (Last five from prescribed book)

Chapter I.The KillersErnest Hemingway.

Chapter II.Gusev..... A. Tchekhov

Chapter III.The Lost Child.....Mulk Raj Anand.

Chapter IV. Quality.....John Galsworthy.

Chapter V.The Victory..... RabindraNath Tagore

Semester-V

Course – 9 Writing skills

UNIT I. Transformation of Sentences

UNIT II. Conversational English, Dialogue Writing.

UNIT III. Writing of Telegrams and invitations

UNIT IV. Report Writing: characteristics of Business Reports, Structure of Reports (Front Matter, Main Body, Back Matter), Style of Reports: Definition, The Scientific Attitude, Readability of Reports)

UNIT V. Organs of Speech

Course – 10 A Treasury of Modern Short Plays.

Chapter 1. Silly Willy Clifford Bax

Chapter 2 Husbands are a problem..... Murid and Sydneu Box

Chapter 3 Riders to the Sea..... J.M.Synge

Chapter 4 The Little Man..... John Galsworthy

Chapter 5 The Monkey's Paw..... W.W.Jacobs

Chapter 6 MaliniRabindraNath

Tagore

Semester-VI

Course – 11 Skills of Communication

UNIT I. Communication: Meaning, Nature, Objective, Importance and Characteristic, Theories and Process of Communication

UNIT II. Elements of Communication, Planning and Essentials principles of effective communication, Effective Listening

UNIT III. Feedback and its Importance, Types and Characteristic of Feedback, Dimension and Direction of Communication

UNIT IV. Media or Means of Communication Channel of Communication: Formal and Informal, Barriers to Communication

UNIT V. Non Verbal Communication: Body Language or Kinesics, Para Languages and Sign Languages, Visual and Audio Elements.

Course – 12 Written Business Communications

UNIT I. Written Business Communication: Concept, Advantages, Disadvantages and Importance

UNIT II. Need and kinds of Business Letters Drafting: Official & Demi-Official (D.O.) letters. Application for Job and Bio-data

UNIT III. Modern Forms of Communication: Fax, E-mail and Video Conferencing

UNIT IV. International Communication Adapting to Global Business: Electronic Business, E Commerce, Interchange (EDI), E-Auctioning, E-Banking, E-Marketing, E- Trading.

UNIT V. Writing Scientific and semi - Technical Articles: Source Material. Topic Sentence, Literature Review, Tables, Figures, Foot notes and Bibliography, Proof reader's marks.
