



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT 2020-2024

UNDERGRADUATE PROGRAMME

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

JAMIA MILLIA ISLAMIA, NEW DELHI

HANDBOOK OF PROGRAMME





BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTTM (Bachelor of Tourism and Travel Management) at Department of Tourism and Hospitality Management of Jamia Millia Islamia is an 8-semester taught undergraduate programme targeted at preparing learners frontline and supervisor jobs in the tourism industry. In line with the national aspiration of preparing youth with employment ready skills on one hand and with industry's long-standing requirement of employment ready human resource on the other hand, Jamia's undergraduate programme is targeted at preparing youth with following job roles-

1. Office Assistants with travel companies (Office assistants, transfer assistants)
2. Tour Managers (Outbound, Inbound, Domestic)
3. Ticketing Agents
4. Event Assistants

Nomenclature	BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
Department	Department of Tourism and Hospitality Management
Faculty	Faculty of Humanities and Languages
Type	Under graduate programme
Level	Level 5 to 8
Duration	Four-year full time, a eight-semester programme
Evaluation	Semester
Credits	160 credits
Intake	40
Background	A good number of travel agencies and tour operators require individuals to assist the office. A graduate with good communication skills and some basic training is welcome in small and medium sized tourism companies distributed all over the country including Y and Z category cities and towns. Travelling is a cherished value at DTHM.
Eligibility	At least 45 % in Class XII.
Admission	Based on admission test
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers.



The programmes therefore envisage delivering a set of knowledge, skill, attitudes, values. An illustrative list is as follows:

<i>Knowledge</i>	Knowledge of concept of business enterprise, values, quality, Knowledge of basic principles of management Knowledge of functional areas of a business enterprise Knowledge of operations and working of a travel company Knowledge of the business environments of a tourism company Understanding of Indian geography, history and culture Knowledge of tourism resources and products of India Knowledge of tourism products popular with Indian outbound markets Understanding of MICE
<i>Skills</i>	<i>Soft skills</i> Interpersonal skills Handling groups Inter-cultural skills (Cross-cultural sensibilities) Handling grievances and complaints Team working Language skills- writing Presentation skills <i>Technical skills</i> Ticketing Office filing and documentation Tour management skills Organizing events and conferences Foreign language skills Technical writing- reports Numerical ability Basic accounting Enterprising
<i>Attitudes</i>	Customer orientation Service attitude Entrepreneurial
<i>Values</i>	Sustainability, responsible tourism, Swachata (Cleanliness and hygiene), integrity, safe and honorable tourism, gender sensibilities, equity, respect, etc. Entrepreneurialism



PEDAGOGY

Looking to the long-standing demand of the corporate for industry-ready human power, the Jamia's BTTM programme is envisaged to use Activity Based Learning (ABL) with a large industrial exposure and training component. The pedagogy prefers active learning (rather than passive learning) through projects, case discussions, role-plays, student-led events, and extensive co-curricular events. Department will try to create as many as possible opportunities to allow learners an exposure to real-time events. Invited lectures by practitioners and entrepreneurs will be organized regularly.

COURSES

The University as per the guidelines of UGC proposes a 4-year BTTM programme under CBCS. The programme structure envisages 5 types of courses to be offered- 14-Discipline Specific Core Courses (DSC), 1 Ability Enhancement Compulsory Courses (AECC), 1-Skill Enhancement Courses (SEC), 5-Choice Based Courses Elective(CBCE), 14 Discipline Specific Elective Courses (DSE) and two papers (1- Compulsory and 1- Qualifying). UGC also allows universities to include more options to choose from for students in DSC and DSE. Given the four job roles as Exit Level Outcome for the BTTM Programme will be achieved through the following courses.

Discipline Specific Core (DSC) Courses

There will be 14 DSC courses distributed over first four semesters. Each course is worth 4 credits. The DSC courses will comprise of basic courses in tourism, foundation courses, business courses and functional courses.

<i>Code</i>	<i>Type</i>	<i>Course</i>
BTM 101	DSC	Introduction to Tourism
BTM 102	DSC	History of India
BTM 103	DSC	Tourism Resources of India
BTM 104	CBCS	Delhi Tourism
BTM 201	DSC	Management Concepts and Organisation Behaviour
BTM 202	DSC	Basics of Economics
BTM 203	DSC	Travel Agency Management and Tour Operations
BTM 204	CBCS	Health and Wellness Tourism
BTM 301	DSC	Transport Services in Tourism
BTM 302	DSC	Sales and Negotiation in Tourism
BTM 303	DSC	Marketing Management
BTM 304	DSC	Tourism Geography
BTM 305	CBCS	Special Interest Tourism
BTM 401	DSC	Digital marketing
BTM 402	DSC	Human Resource Management
BTM 403	DSC	Tourism Entrepreneurship
BTM 404	DSC	Aviation industry and ticketing
BTM 405	CBCS	Sustainable Tourism



A Student of BTTM programme at Jamia will have the option to choose 14 Discipline Specific Elective (DSE) courses. Each course is 4 credits. Students will have further choices to make in courses 503, 603 and 703. However, the Department reserves the right not to offer an elective, given its resource constraints.

<i>Code</i>	<i>Type</i>	<i>Nomenclature</i>
BTM 501	DSE	Basics of Financial Management
BTM 502	DSE	Tour Guiding
BTM 503A	DSE	Adventure Tourism
BTM 503B	DSE	Rural Tourism
BTM 504	DSE	Basics of Statistic
BTM 505	CBCS	Consumer behaviour in Tourism
BTM 601	DSE	Destinations of India
BTM 602	DSE	Accounting skills for tourism business
BTM 603A	DSE	Introduction to Hospitality Industry
BTM 603B	DSE	Air Cargo Management
BTM 604	DSE	Event Management
BTM 605	CBCS	Heritage Management
BTM 701	DSE	Market Research
BTM 702	DSE	Destinations of the world
BTM 703A	DSE	Legal Framework for Tourism
BTM 703B	DSE	Project Work
BTM 704	DSE	Itinerary Costing and Preparation
BTM 705	CBCS	Business Communication and Personality Skills in Tourism
BTM 801	DSE	On the Job Training (Industry Exposure)
BTM 802	DSE	Comprehensive Viva Voce

The students admitted to the programme shall further have choice to select one (1) course in each semester from a wide range of courses offered by various departments of the University as per their interest and as guided by Student Advisor under CBCS programme followed by the University. The coding and the name of the courses will be as per selection. However following pattern has to be followed under CBCS programme:

Semester I, II, IV, V, VII	Choice Based Courses Elective (CBCE)
Semester III	Ability Enhancement Compulsory Course (AECC)
Semester VI	Skill Enhancement Courses (SEC)

The students enrolled under the BTTM programme have to study one(1) Qualifying Paper (General Urdu and Islamiat/IRC/HRC) which is not to be counted in merit/credit in Semester -I and Semester – II. Further, there is one (1) Compulsory paper (English) of 4 credit (4 hours) in Semester -I and Semester – II. However, those students who have secured >75% in English in the qualifying exam can opt one language other than English.



PROGRAMME STRUCTURE

<i>Code</i>	<i>Type</i>	<i>Course</i>	<i>Credits</i>	<i>Hrs/ Wk</i>
Semester I				
BTM 101(S)	DSC	Introduction to Tourism and Travel Management	4	4
BTM 102	DSC	History of India	4	4
BTM 103	DSC	Tourism Resources of India	4	4
BTM 104	CBCE	<i>Delhi Tourism</i>	4	4
	CC	<i>English/ Other Language</i>	4	4
	QC	<i>General Urdu and Islamiat/IRC/HRC</i>	-	-
		Total	20	20
Semester II				
BTM 201	DSC	Management Concepts and Organisation Behaviour	4	4
BTM 202	DSC	Basics of Economics	4	4
BTM 203(S)	DSC	Travel Agency Management and Tour Operations	4	4
BTM 204	CBCE	<i>Health and Wellness Tourism</i>	4	4
	QC	<i>General Urdu and Islamiat/IRC/HRC</i>	-	-
	CC	<i>English/ Other Language</i>	4	4
		Total	20	20
Semester III				
BTM 301(S)	DSC	Transport Services in Tourism	4	4
BTM 302	DSC	Sales and Negotiation in Tourism	4	4
BTM 303	DSC	Marketing Management	4	4
BTM 304	DSC	Tourism Geography	4	4
BTM 305	AECC	Special Interest Tourism	4	4
		Total	20	20
Semester IV				
BTM 401	DSC	Digital marketing	4	4
BTM 402	DSC	Human Resource Management	4	4
BTM 403(S)	DSC	Tourism Entrepreneurship	4	4
BTM 404	DSC	Aviation industry and ticketing	4	4
BTM 405	CBCE	Sustainable Tourism	4	4
		Total	20	20
Semester V				
BTM 501	DSE	Basics of Financial Management	4	4
BTM 502(S)	DSE	Tour Guiding	4	4



BTM 503A	DSE	Adventure Tourism ()	4	4
BTM 503B	DSE	Rural Tourism	4	4
BTM 504	DSE	Basics of Statistics	4	4
BTM 505	CBCE	Consumer behaviour in Tourism	4	4
		Total	20	20
Semester VI				
BTM 601(S)	DSE	Destinations of India	4	4
BTM 602	DSE	Accounting skills for tourism business	4	4
BTM 603A	DSE	Introduction to Hospitality Industry	4	4
BTM 603B	DSE	Air Cargo Management	4	4
BTM 604	DSE	Event Management	4	4
BTM 605	SEC	Heritage Management	4	4
		Total	20	20
Semester VII				
BTM 701(S)	DSE	Market Research	4	4
BTM 702	DSE	Destinations of the world	4	4
BTM 703A	DSE	Legal Framework for Tourism	4	4
BTM 703B	DSE	Project Work	4	8
BTM 704	DSE	Itinerary Costing and Preparation	4	4
BTM 705	CBCE	Business Communication and Personality Skills in Tourism	4	4
		Total	20	20
Semester VIII				
BTM 801	DSE	On the Job Training (Industry Exposure)	16	4 mths
BTM 802	DSE	Comprehensive Viva Voce	4	-
		Total	20	
		Grand Total	160	


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 101(S)/SEM-I INTRODUCTION TO TOURISM AND TRAVEL MANAGEMENT

4 Credits Discipline Specific Core Course (DSC)
This course will be offered as a subsidiary

Description of the course

The primary purpose of the paper is to build a framework of tourism concepts, systems and trends. The objective of the course is also to acquaint students with travel and tourism as a global, multi-form industry.

Learning outcomes

The course will familiarise students with basic definitions and with the travel and tourism cluster, enabling them to understand the role of different sectors of travel and tourism industry. The students will also be able to understand the impact of tourism and will be able to orient them towards a sustainable career in tourism industry.

Unit I	<i>Introduction</i> Definition of Tourism, The tourism industry, significance of tourism, the tourism system, Five 'As', history of travel and tourism, tourism infrastructure
Unit II	<i>Types of Tourism and Tourism Infrastructure</i> Purpose of tourism, travel motivators, different types of tourism; tourism infrastructure-accommodation, food and beverage, attractions, telecommunication, essential and other services.
Unit III	<i>Tourist Transport and The Travel Agent</i> Types of Transport- Air- Road, Rail, Water; The travel agent, types of travel agencies, functions of a travel agency, setting up a TA; The tour operator- types, package tours
Unit IV	<i>Tourism Impact</i> Environmental, Social, Economic, Cultural, Ecological impact of Tourism, Multiplier Effect, The demonstration effect, measures to regulate tourism impacts, tourism legislations
Unit V	<i>Tourism Organisations</i> Introduction, International Organisations; Government Organisations, Private Sector Organisations, Non-Government Organisations

Main text Venu Vasudevan, Vijayakumar B. , Saroop Roy B.R. (2017). *An Introduction to the Business of Tourism*. New Delhi: Sage Publication.
Roday, Biwal and Joshi (2016) *Tourism Operations and Management*. New Delhi. Oxford Publications

Reference books Swain Sampad Kumar, Mishra Jitendra Mohan (2011). *Tourism – Principles and Practices*. Oxford University Press
Sharpley Richard (2006) *Travel and Tourism*. London, Thousand Oaks : SAGE.

Pedagogical approach The course requires four classes in a week comprising of lecture and discussion, Role Play, Audio-video aids, seminars, case studies.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 102/SEM I **HISTORY OF INDIA**

4 Credits Discipline Specific Core Course (DSC)

Description of the course

This paper will provide the developing features of different aspects of India's past such as in political, socio-cultural and economic spheres.

Learning outcomes

The students will be able to understand about different phases of Indian history beginning from formation of land to the contemporary time. With this course students will gather knowledge of different travellers that came to India and how India is being highlighted or depicted in their travelogues.

Unit I	<p><i>Geomorphology and The Pre- and Proto Historic Period</i> Formation of land with special reference to India's identity, Indus valley civilization, early and later Vedic period. The Epic age, domination of Brahmanism, genesis of Jainism and Buddhism and Contribution to Indian Culture.</p>
Unit II	<p><i>From Tribal Monarchies to Formation of Empire</i> Mauryan and Gupta empires, post Gupta period – political developments, the Indian peninsular and emergence of regional kingdoms (Pallavas, Chalukyas and Rashtrakutas).</p>
Unit III	<p><i>India Under the Sultans (1200-1500 A.D.), Mughals (1500-1750 A.D.) And Colonial Hegemony (1750-1947 A.D.)</i> Isbari, (slave) dynasty Khaljis, Tughlaqs, Sayyids and Lodi Sultans, from Lodhi on to confederation to the Mughals, Interregnum – Sher Shah Suri and his successors, Reconfirming power by Humayun, from Akbar to Bahadur Shah Zafar, Causes of the decline of the Mughals and emergence of regional powers, proto war of independence (1857), rise of European Commercial Companies in India and establishment of British Rule in India.</p>
Unit IV	<p><i>Period of Struggle for Independent India And Establishment of Democracy</i> Supremacy of English East India Company, Discrimination of Indians, Drain of wealth to Britain, socio - religious reforms movement in India, socio-political developments towards independence movement and establishment of Democracy.</p>
Unit V	<p><i>Travellers In India (Some Case Studies)</i> Megasthenes – (Greece), Huien- Tsang – (China), Ibn Battuta (Africa) , Alberuni (Arab), Mahmud Bin Amir Wali Balkhi (Persia- Iran), Jean-Baptiste Tavernier (France).</p>

Main text Themes of Indian History – Part 1, 2, 3 – NCERT (2013)
Jha, D.N (1997) *Ancient India: An Introductory Outline*, New Delhi.
Habib, Irfan (2008) *Medieval India: The Study of a Civilization*. NBT. New Delhi.
Bandyopadhyay (2004) *From Plassey to Partition: A History of Modern India*, New Delhi.

Reference books Basham. A.L. (2004) *The wonder that was India*. Indian edition.
Chandra Satish (2007), *A History of Medieval India*, Orient BlackSwan.
Chandra Bipin (2009), *History of Modern India*, Orient BlackSwan.
Chandra Bipin (2000), *India Since Independence*, Penguin India.
Ansari, M.A, (1995), *European Travellers under The Mughals*(1580-1627), Delhi,
Foster Willam, (1921), *Early Travels in India*(1583 1619), OUP, London

Pedagogical approach Lectures, presentations, Assignment, group activities and Case study analysis, discussion
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 103/SEM-I TOURISM RESOURCES OF INDIA

4 Credits Discipline Specific Core Course (DSC)

Description of the course

India is a favoured destination worldwide for its abundance of tourism resources as well as for its unity in diversity. The present course is designed to provide a deep study about the variety of cultural and religious resources and their significance in tourism.

Learning outcomes

The course will enable the students to understand, appreciate and know the importance of these resources. This course will enrich them to become a good tourism professional and researcher.

Unit I *Definition and Concept*

Meaning and Definition, characteristics. Classification of Resources, significance of Tourism Resources. Conservation of Resources.

Unit II *Pilgrimage Centres*

Haridwar, Amarnath, Mathura, Rameshwaram, Pushkar, Pavapuri Ranakpur, Sametsikhara, Satrunjaya Bodh Gaya, Sarnath, Sanchi golden temple Anandpur Sahib Paonta Sahib Bangla Sahib Dargah-Qutbudin Bakhtiyar Kaki (. Pir Haji Ali Shah Bukhari, Dargah Hazrat Nizamuddin Aulia St. Thomas Mount Basilica of Bom Jesus St. James church Kohhran Thianghlim.

Unit III *Cultural Resources*

Fairs and Festivals (national and regional), Costumes Handicrafts, Cuisine: regional food and Beverages, rituals and customs. and Folk lore.

Unit IV *Art and Architecture*

Monuments- Forts, Palaces, Havelis, temple architecture, rock cut architecture(Caves, Temples, Stupa), Tombs, War Memorials, performing arts: Dance, Music, Sculpture, Painting etc., literature: Religious and Non-Religious

Unit V *Natural Resources*

Mountain & Valleys, Western Ghats & Eastern Ghats; Glaciers, Waterfalls, Deserts, Wetlands & Plains, Coastal Lands & Beaches; Islands; Rivers & Canals; Lakes, Flora and Fauna of India; Wild Life Sanctuaries & National Parks.

Main text Gupta, K.R & Amita Gupta Ed. (2012), *Encyclopaedia of India: Natural And Cultural Tourist Destinations*, Atlantic Publications, Delhi
Stephen Ball, *Encyclopaedia of Tourism Resources in India*

Reference books Himanshu Prabha Ray (2007) *Monuments (Incredible India)*, Department of tourism, Ministry of Culture, Government of India, New Delhi
Dallen J. Timothy, (2007) *Managing Heritage and Cultural Tourism Resources*, Routledge, England

Pedagogical approach Lectures, presentations, Assignment, group activities and Case study analysis, discussion on current news and economic issues.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM(C) 104 / Sem 1 DELHI TOURISM

4 Credits Choice Based Course Elective

Description of the course: To provide knowledge about Delhi Tourism and its rich cultural heritage. The course will provide information regarding places of tourist interest in and around Delhi. The objective is to help students understand the significance of Delhi as one of the most popular and preferred tourist destinations.

Learning outcomes: It will contribute student's interest towards Delhi's overall environmental & eco-friendly tourism and to foster its cultural & heritage richness. It will also contribute towards a need to spread awareness among students regarding Delhi's glorious past as well its conservation.

Unit I Historical background: Meaning of the word Delhi, Emergence of Seven Cities: Lalkot, Mehrauli, Siri, Tughlaqabad, Firozabad, Dinpanah, Shahjhanabad and New Delhi.

Unit II Religious tourism in Delhi: Places of tourist interest: Nizamuddin Dargah, Dargah of Qutubuddin Bakhtiyar Kaki, Jama Masjid, Gurudwara Bangla Saheb, Gurudwara Sisganj, Lotus Temple, ISKCON Temple, Akshardham Temple, Saint James Church.

Unit III Architectural attractions and cultural Tourism in Delhi: Places of tourist interest: Humayun Tomb, Red Fort, Safdarjung Tomb, Lodhi gardens and its monuments, Stepwells :Agrasen ki Baoli, Gandhak ki Baoli, Lutyens Delhi: India Gate, Connaught Place, Rashtrapati Bhavan and its museum, National Zoological Park, Museums: National Museum, Rail Museum and Doll Museum.
Popular hub for culinary varieties (Pandara Road, Gali Paranthi Wali etc.), shopping complexes and Malls.

Unit IV Heritage walks and Weekend Trips: Popular walks in Delhi: Mehrauli Archeological Park walk, Hauz Khas and Deer Park walk, Shahjahanabad walk, Nizamuddin basti walk, Humayun Tomb walk, Sunder Nursery walk, Rashtrapati Bhavan walk, Rashtrapati Museum walk, Tughlaqabad walk.
Weekend Trips from Delhi: Delhi-Agra-Jaipur (Golden Triangle), Delhi-Jim Corbett, Delhi-Rishikesh, Delhi-Shimla, Delhi-Dehradun, Delhi-Nanital.

Unit V Major Tourism Events in Delhi : SATTE (South Asia Travel and Tourism Exhibition), ITM (India Tourism Mart), IITM (Indian International Travel Mart), Paryatan Parva, Mehrauli Monsoon Festival, Phoolwalon ki Sair, Mango Festival, Light and Sound Show (Red fort), Garden Tourism Festival (Garden of five senses, Saket), Itra and Sugandhi Mela by Delhi Tourism.

Main text Kumar Sunil (2010), The Present in Delhi Past, Three essays collective, Delhi.
Liddle Swapna (2010), Delhi- 14 historical Walks, Westland Limited Publication, New Delhi.

Reference books Gupta Narayani and Laura Sykes et al. (2008), Delhi: Its Monumental and history, 3rd edition, Oxford university press, Delhi.
Frankenberg RE, ed. (1986) Delhi Through the Ages, Oxford University Press , Delhi.

Pedagogical approach Lectures, case discussions, assignments, Field visits
T-P-T: 2-1-1

Evaluation 75 % External evaluation, 25% Internal Evaluation



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 201/SEM-II MANAGEMENT CONCEPTS AND ORGANISATION BEHAVIOUR

4 Credits Discipline Specific Core Course (DSC)

Description of the course

The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

Learning outcomes

The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation, v) learn basics of organizational behaviour.

Unit I *Introduction to management*

Organization management; role of managers; evolution of management though; organization and the environmental factors; functions of management; social responsibility of management; environment friendly management.

Unit II *Planning*

Nature and purpose of planning; planning process; types of plans& objectives; managing by objective (MBO) strategies; types of strategies & policies; decision making; types of decision; decision making process; rational decision-making process; decision making under different conditions.

Unit III *Organising*

Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; departmentation; span of control; centralization and decentralization; delegation of authority; staffing; selection and recruitment; orientation; career development; career stages; training; performance appraisal.

Unit IV *Directing and Controlling*

Managing people; communication; hurdles to effective communication; organization culture; elements and types of culture, managing cultural diversity. Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

Unit V *Introduction to Organizational Behaviour*

Concept and nature of organizational behaviour; contributing disciplines to the field of O.B.; O.B. models; need to understand human behaviour; challenges and opportunities. Management of change; management of crisis; total quality management

Main text Dubrin, Andrew J. (2012). *Essentials of Management*. Thomson Southwestern, 9th edition.
 Stephen P., Robbins (2013). *Organizational Behaviour*. New Delhi: Prentice Hall of India Pvt.
 Ltd



Reference books	<p>Koontz Harold and Wehrich Heinz. (2012). <i>Essentials of management: An International & Leadership Perspective</i>. New Delhi: Tata McGraw-Hill Education.9th edition.</p> <p>Hill Charles W.L and McShane Steven. L. (2007).<i>Principles of Management</i>. New Delhi:McGraw Hill Education. Special Indian Edition.</p> <p>Prasad, L.M. (2014). <i>Organizational Behaviour</i>. New Delhi: Sultan Chand & Sons. Robbins Stephen P, De Cenzo David A. and Coulter Mary. (2012). <i>Fundamentals of Management</i>. New Delhi: Prentice Hall of India.</p> <p>Certo Samuel C. and CertoTervis. (2012). <i>Modern management: Concepts and Skills</i>. New Delhi: Pearson Education.12th edition.</p>
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Pedagogical approach	<p>The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.</p> <p>T-P-T: 2-1-1</p>
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Evaluation	<p>Internal Assessment – 25 percent</p> <p>Written Examination – 75 percent</p>
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BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 202/SEM-II BASICS OF ECONOMICS
4 Credits Discipline Specific Core Course (DSC)
Description of the course

This course is designed to expose the students to the basic principles of economic theory. The emphasis will be on thinking like an economist and the course will illustrate how economic concepts can be applied to analyze real-life situations.

Learning outcomes

Students will be able to apply economic reasoning to the analysis of selected contemporary economic problems and present economic arguments in non-quantitative form. They will be able to synthesize the arguments found in both academic and popular economic media

Unit I *Introduction*

Why study economics? Scope and method of economics; the economic problem: scarcity and choice; The production possibility frontier (PPF) ; science of economics; the basic competitive model; prices, property rights and profits; incentives and information; rationing; opportunity sets; economic systems; reading and working with graphs.

Unit II *Demand and Supply*

Law of demand, determinants of demand, shifts of demand versus movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium; Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus; Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity.

Unit III *Consumer Theory*

Consumer choice and demand decisions; Utility maximisation and choice; Income and price changes; Deriving demand: 'The individual demand curve'; Deriving demand: 'The market demand curve'; Complements and substitutes

Unit IV *Production and Cost*

Production: Behaviour of profit maximizing firms, production process, production functions, law of variable proportions, choice of technology, isoquant and iso-cost lines, cost minimizing equilibrium condition. Costs: costs in the short run, costs in the long run, revenue and profit maximizations, minimizing losses, short run industry supply curve, economies and diseconomies of scale, long run adjustments.

Unit V *Forms of market*

Perfect competition: Equilibrium of the market. Long run industry supply: producer and consumer surplus. Applications: effects of taxes and subsidies. Monopoly: Equilibrium; supply; multipoint firm; monopoly power; deadweight loss; price discrimination; bundling; two-part tariffs. Monopolistic Competition: Product differentiation; equilibrium of the firm in the industry-with entry of new firms and with price competition. Comparison with pure competition.

Main text Case, Karl E. & Ray C. Fair (2007). *Principles of Economics*, Pearson Education, Inc., 8th edition.

Reference books Maheshwari Y, (2012) *Managerial Economics*, 3rd Ed. Prentice Hall India Pvt. Ltd., New Delhi
Singh, Ramesh (2015). *Indian Economy (7/e)*. New Delhi: Tata McGraw Hill.
Tribe, John (2004). *The Economics of Recreation, Leisure and Tourism (4/e)*. Burlington: Elsevier

Pedagogical approach The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 203(S)/SEM-II TRAVEL AGENCY MANAGEMENT AND TOUR OPERATIONS

4 Credits Discipline Specific Core Course (DSC)
This course will be offered as Subsidiary

Description of the course

This course has been designed to familiarize the students about the working of travel agency, its organization and management as well as different operations carried out by it.

The course gives the desired exposure to the prevalent procedures and processing style in aspects of tourism, travel and tour management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative and bureaucratic machinery looking after specific aspects of tourism and allied activities.

Learning outcomes

Students will be able to understand the significance of travel agency and tour operation business, know the current trends and practices in the tourism and travel trade sector and develop adequate knowledge and skills applicable to travel industry.

Unit I *Introduction to Travel Agency*

Travel agency and tour operator- meaning, concept, Types and importance. Historical growth and development of travel agency and tour operation business. Linkages and interrelations in travel agency & tour operation business. Entrepreneurship in travel operation and Career in travel agency and tour operation business. The future role of Travel Intermediaries.

Unit II *Functions of a Travel Agency*

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

Unit III *Tour Packaging and Costing*

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit IV *Travel and Tourism Laws*

Tourism bills of Rights, tourism code, Manila declaration, International conventions : Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966 International convention on travel contract, , Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage) Consumer protection law, 1986, and Competition act applicable to the tourist as consumers.

Unit V *Travel and Tourism Organisations*

Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAIOI, ADTOI, IAAI, FIYTO, TAFI.



Main text	Chand, Mohinder (2009). <i>Travel Agency Management- An Introductory Text</i> , 2/e. New Delhi: Anmol Publications Pvt. Ltd. (L) Stevens, L. (1990). <i>Guide to Starting and Operating a Successful Travel Agency</i> . New York: Delmar Publishers Inc. (L) Negi, Jagmohan (1998). <i>Travel Agency and Tour Operation- Concepts and Principles</i> . New Delhi: Kanishka Publishers, Distributors. (L) Gee, Chuck and Makens, Y. (2000). <i>Professional Travel Agency Management</i> , New York: Prentice Hall (L).
Reference books	Syratt, Gwenda and Archer, Jane (2003). <i>Manual of Travel Agency Practice</i> , 3/e. Burlington: Butterworth-Heinemann. (L) Saffery Alan, Morgan, Michelle and Tulga, Otgonbaatar (2007). <i>The Business of Inbound Tour Operators</i> . USAID
Pedagogical approach	The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving. T-P-T: 2-1-1
Evaluation	Internal Assessment – 25 percent Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM(C)204 /SEM II HEALTH AND WELLNESS TOURISM
4 Credits Choice Based Courses Elective

Description of the course

The course is designed to acquaint students with one of the most rapidly emerging sector in the tourism sector. It also refers pejoratively to the practice of healthcare providers travelling internationally to deliver healthcare.

Learning outcomes

The students would be able understand the business of medical tourism, its challenges and opportunity. The course is intended to provide students with basic knowledge of the emerging segment of tourism with lot of potential in India and provide a skill to get immediate placement in the sector.

Unit I Introduction

Understanding the Business with reference to emerging markets in the world. Issues, Challenges, Trends. Importance of Ayurveda in development of health tourism. Indian Ayurvedic- Health Tourism. Emerging trends in healthcare industry.

Unit II Impacts of Wellness Tourism

Environmental, Social, Health, Economical impacts of Health and Weeness Tourism. Health tourism and public health.

Unit III Development of Health Tourism in India

Opportunities and Challenges of Health Tourism in India. Recent Trends and Emerging market. The strategy adopted for promotion and Affiliations. Medical Tourism in Kerala.

Unit IV Sustainable Health Tourism

Understanding Sustainable and Responsible Tourism. Current Global and Regional Trend. Measures to achieve sustainability in tourism

Unit V Medical Tourism in different countries and Medical Tourism Association

Studying some of emerging countries in Medical tourism like Thailand, Costa Rica, El Salvador, Singapore, Malaysia etc. and Medical Tourism Association.

Main text Singh, Mahesh Chandra (2010). *Medical Tourism*. New Delhi: Centrum Press

Reference books Ghose, Amitabha (2012). *Health Tourism: A Case for India*. Hyderabad: The ICFAI University Press
Jacob, Robinet (2008). *Health Tourism and Ayurveda. Delhi*. New Delhi: Abhijeet Publication.

Pedagogical approach Lectures will focus on the introduction and explanation of concepts and theories supported by industrial cases wherever appropriate.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 301(S)/SEM-III TRANSPORT SERVICES IN TOURISM

4 Credits Discipline Specific Core Course (DSC)
This course will be offered as Subsidiary

Description of the course

The paper will help the students find the clear differences of functions of air, surface and water transportation system in the world vis-à-vis India.

Learning outcomes

Learners shall be able to understand the significance and role of various modes of transportation in tourism industry. Knowledge shall also be accumulated on the issues and trends in transport management and working of different modes of transportation.

Unit I *Evolution of tourist transport system*

Importance of transport in tourism. History of different mode of transportation. Introduction to transport system - air, road, rail and water transport. Marketing of passenger transportation: patterns of demand for tourist transportation, characteristics of supply and marketing strategies.

Unit II *Air transport system*

Evolution, present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights and capacities. Multinational regulations Including freedoms of air. Functions-ICAO, DGCA, AAI, IATA.

Unit III *Surface transport System*

Approved tourist transport, car hire companies including renter car scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxis, fitness certificate, contract carriage, state carriage, All India permits, maxi car, motor car etc.

Unit IV *Rail transport system*

Major Railway System of World, British Rail. Euro Rail, Japanese rail and Amtrak. Efforts made abroad: package offered by British Rail, Amtrak, Steam Trains. Private Railway lines and companies. Cases of orient express Trans Siberian railway or any other interesting train of the world. Indian Railways: Past, present, future types of tours available in India, Inrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures.

Unit V *Water transport system*

Historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Merger and acquisitions within national boundaries, cross border acquisition and allowances patterns. Franchising.

Main text Gross, Sand Klemmer, L (2014) *Introduction to Tourism Transport*. CABI Tourism Texts

Reference books Ratandeeep Singh (2008), *Handbook of Global Aviation Industry and Hospitality Services*, Kanishka Publishers, New Delhi.

Pedagogical approach The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM(C)302/ SEM III SALES AND NEGOTIATION IN TOURISM
4 Credits Ability Enhancement Compulsory Course

Description of the course

One of the important skills that tourism companies are seeking is ability to execute successful sales of its products. The sales force is the most important asset to any organisation. This is a unique course on selling tourism products and managing the sales function.

Learning outcomes

The students would be able to learn the basic skills of selling which is very important in any organisation. The students will be taught various approach with practical knowledge. This course will prepare students with qualities which will facilitate in getting immediate placement after the completion of the Programme.

Unit I Introduction

Evolution of sales management; the selling concept; scope of selling in tourism; difference between selling and marketing; concept of personal selling; personal selling process in tourism.

Unit II Theories of Sales

Theories of selling; sales forecasting methods; concept of consumer behavior; consumer behavior and selling; essential qualities of salesman and sales manager.

Unit III Sales Management

Concept of branding in tourism sales; tourism sales and merchandising; management of sales force: recruiting process; selecting sales personnel; developing and conduction sales training programmes.

Unit IV Budget and Control

Compensation plan for sales force; motivation of sales force; sales quota; types of quota and quota setting procedures; sales budget; management of sales territories.

Unit V Sales Channel

Tourism sales channels; types of channel; key issues in management of tourism sales channels; tourism channel control system.

Main text Jobber & Lancaster (2009). *Selling and Sales Management*, 8/e, Pearson Education.
Still, Cundiff and Govoni (1998). *Sales Management: Strategies and Cases*. New Delhi: Prentice Hall of India.

Reference books Kapoor, S.K. & Kansal, P. (2003). *Basics of Distribution Management: A Logistical Approach*. New Delhi: Prentice Hall of India.
Breithaupt, Tim (2003). *10 Steps of Sales Success*. American Management Association.

Pedagogical approach Lectures will focus on the introduction and explanation of concepts and theories supported by industrial cases wherever appropriate. Group discussions and activities may be arranged to stimulate students' interest.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 303/SEM-III MARKETING MANAGEMENT
4 Credits Discipline Specific Core Course (DSC)
Description of the course

Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling.

Learning outcomes

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. The students will be able to understand the basic philosophies and tools of marketing management.

Unit I *Introduction to marketing*

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

Unit II *Market segmentation*

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

Unit III *New product development*

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process

Unit IV *Product and pricing decisions*

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

Unit V *Promotion mix*

Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

Main text Kotler Philip, Gary Armstrong, Prafullay. Agnihotri, EU Haque, (2010). *Principles of Marketing*. Pearson Education Prentice Hall of India

Reference books Chowdhary, Nimit and Prakash, Monika (2005). *A Textbook of Marketing of Services*. New Delhi: Macmillan India Limited.
Dasgupta, Devashish (2010). *Tourism Marketing*. New Delhi: Pearson Education.

Pedagogical approach The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 304/SEM-III

TOURISM GEOGRAPHY

4 Credits

Discipline Specific Core Course (DSC)

Description of the course

This course structure will enable the students to understand and learn conceptual issues addressed in Geography of Tourism.

Learning outcomes

Students will get a general idea about the nature and characteristics of geography and its role in shaping tourism and formation of tourist attractions /destinations, and tourists' mobility.

Unit I

Conceptual Issues

Concept, nature and scope of Tourism Geography, of latitudes, longitudes, GMT and IDL, and their significance in tourism, Impacts of physiography, flora & fauna, climate, seasonality and weather on tourism.

Unit II

Nature Based Tourism and Tourism Sustainability

Concept, characteristics and significance, Ecotourism and Geo-tourism: Concept, principles, significance and classification.

Unit III

International Tourism Geography

Major natural and political divisions of the world, Climatic pattern and major water bodies, Popular tourist pulling regions with their geographical implications, and their location on map

Unit IV

Tourism Geography India

Physical divisions and their topographical significance in generating tourist destinations, Climate and seasonality, and its impacts on its tourism and tourists' mobility, Flora & fauna and their role in generating tourism attraction.

Unit V

Tourism Geography of Delhi

Physiographic divisions, climate and seasonality of Delhi, and their impacts on tourist mobility., Geo-cultural tourism resource base and attractions in Delhi, Bio-geographical resource base and attractions in Delhi

Main text

Husain, M., (2015) *World Geography*, Amazon Publication, New Delhi
Williams S. W. (2012) *Tourism Geography*, Routledge

Reference books

Lew, A., Michael Hall and Dallen J. Timothy, *World Geography of Travel and Tourism: A Regional Approach*, Amazon Publication, 2014
Ramesh, M., *International Tourism: Countries And Their Attractions*, ABD Publication, New Delhi, 2013
Nelson V., *An Introduction to the Geography of Tourism*, Rowman & Littlefield Publishers, 2013.

Pedagogical approach

Lectures, presentations, Assignment, group activities and discussion.
T-P-T: 2-1-1

Evaluation

Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM (C) 305/ SEM- III
SPECIAL INTEREST TOURISM

4 Credits
AECC

Description of the course

India is a favoured destination worldwide for its abundance of tourism resources as well as for its unity in diversity. The present course is designed to provide a deep study about the variety of special interest tourists and their significance in tourism.

Learning outcomes

This course aims to provide students with an appreciation of the growth and development of the tourism industry as a whole while developing an awareness of the diversity of special interest products that are available to consumers and the context in which they are managed. Students will have the opportunity to explore a particular sector that is of interest to them and analyse the key developments in their chosen market.

Unit I
Definition and Concept

Special interest tourism -concept, definition, importance; classification of special interest tourism; determinants of special interest tourism; trends in special interest tourism development. Culture and heritage tourism –definition, concept, benefits, challenges, forms of cultural heritage; culture and heritage tourism products; institutional framework – UNESCO, ASI, INTACH, ICCROM, ITRHD; educational tourism- definition, forms, importance and global trends

Unit II
Nature of Special Interest Tourism

Medical tourism - concept, definition, benefits, trends, global scenario of medical tourism, major destinations; health and wellness tourism in India; Aboriginal cultures and Indigenous tourism, Educational tourism, Sports Tourism – concept, benefits, trends, classification; major sporting events and destinations.

Unit III
Tourism cultural resources

Gastronomy and Culinary Tourism -definition, importance and trends; cultural dimensions of culinary tourism, Food and drink festivals, major food and wine destinations; shopping tourism concept and importance, major shopping destinations, shopping festivals, future trends in shopping tourism; Movie inspired tourism- definition, forms and importance, government initiative and plans to promote film tourism, important film tourism destinations.

Unit IV
Dark and doom tourism

Definition and types, motivation for dark and doom tourism, famous dark and doom tourism destinations; Rural tourism- definition, types, opportunities and challenges, major destinations; Avitourism - Definition, types and benefits of birding travel, top birding travel destinations.

Unit V
Special interest tourism itineraries in India

Educational, Dark, Slum, CBT, Indigenous Tourism, Health Tourism, Food and Wine Tourism, Film Tourism, Senior Tourism, Urban Tourism, Ayurveda and Spiritual Tourism

Reference books

- Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). Special Interest Tourism: Concepts, Contexts and Cases. CABI.
 - Douglas, N., & Derrett, R. (2001). Special interest tourism. John Wiley and Sons Australia, Ltd.
 - Hall, C. (2013). Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility. Routledge.
 - Hjalager, A. M., & Richards, G. (Eds.). (2003). Tourism and gastronomy. Routledge.
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- Beeton, S. (2016). Film-induced tourism. Channel view publications.
 - Timothy, D. J. (2005). Shopping tourism, retailing and leisure. Channel View Publications.
 - Lennon, J. J., & Foley, M. (2000). Dark tourism. Cengage Learning EMEA.
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Pedagogical approach	Lectures, presentations, Assignment, group activities and Case study analysis, discussion on current news and economic issues. T-P-T: 2-1-1
Evaluation	Internal Assessment – 25 percent Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 401/ SEM IV DIGITAL MARKETING LABORATORY
4 Credits Discipline Specific Elective (DSE)

Description of the course

The purpose of this course is to enable students to understand basics of e-tourism. This module will introduce the learners to the concepts of e-commerce and examine some elementary terms.

Learning outcomes

After completing this module, the students should be able to:

1. Appreciate the importance of e-business and e-tourism.
2. Understand basics concepts of internet, e-business, m-business.
3. Understand tools of marketing of tourism products through internet/ website.

Unit I *e-Tourism*
Introduction, concepts, evolution; e-tourism- demand and supply; Brief outline of e-tour operators/e-travel agencies, airlines, e-hospitality.

Unit II *Digital marketing*
Introduction, concept, advantages, methods; Digital Marketing vs Traditional Marketing; Digital Marketing platforms; Digital marketing framework; The consumers of digital marketing

Unit III *Social media marketing*
Introduction to SMM - SMM Vs. SMO; Benefits of using SMM; Facebook Marketing; Facebook Advertising

Unit IV *Search engine optimisation*
Basics of search marketing: Keyword Research and Competition; organic & paid search results; Overview of Google AdWords; Keyword research and analysis; Tracking the success of SEM; Search Engine Optimization techniques; On-page & Off-page optimization

Unit V *E-mail & web analytics*
What is Analytics? Importance of Analytics for Business; Popular Analytics Software's; Key Performance Metrics [KPI] in Analytics; Introduction to Google Analytics
Email marketing: Email Marketing ;What is Email Marketing? Importance of Email Marketing; Popular Email Marketing Software's; Introduction to Mail Chimp

Main text Buhalis, Dimitrios (2003), *e-Tourism*, Prentice Hall Pauline

Reference books Internet Marketing (2011), Mary Lou Roberts, Cengage Learning , New Delhi, ISBN-81-315-0788-2
Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site (2008), Mike Moran, Bill Hunt, Pearson Education
eMarketing excellence (2008), David Chaffey, P R Smith, Elsevier

Pedagogical approach Lectures, project, assignments, tutorials. T-P-T: 0-4-0

Evaluation Entire evaluation will be based on practical and projects



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 402/SEM IV HUMAN RESOURCE MANAGEMENT

4 Credits Discipline Specific Core Course (DSC)

Description of the course

The objective of this course is to endow the student with a broad perspective on themes and issues of Human Resource Management along with their relevance and application in the Indian prospect. It will help the students to build up and refine decision making skills so that they can help organizations effectively conduct personnel management and employee relations.

Learning outcomes

The students will be able to synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change, demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization and understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.

Unit I *Introduction to Human Resource Management*

Nature of Human Resource Management, Scope, functions and importance of Human Resource Management, Human Resource Management vs. Human Resource Development, Strategic Human Resource Management: Introduction, characteristics and scope of Strategic Human Resource Management, Strategic Human Resource Management vs. Conventional Human Resource Management, Barriers to strategic Human Resource Management, Linking HR strategy with business strategy, Human Resource Management linkage with Total Quality Management & productivity.

Unit II *Human Resource Planning and Recruitment*

Nature of job Analysis, job design, Human Resource Planning, Demand forecasting for manpower planning, HR supply forecasting, factors influencing HRP, Employee hiring- Nature of Recruitment, Sources of recruitment, Employee selection, process of employee selection, recent trends in recruitment.

Unit III *Training and Development*

Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.

Unit IV *Compensation Management and Employee Relations*

Introduction to compensation management, Components of employee and executive compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management. Meaning and nature of employee relation and industrial relations.

Unit V *Employee Safety, Health and Ethics in Human Resource Management*

Ethics definition and its principles, Importance of ethics in work place, Ethics of human resource and its impact towards organizational success, measures and policies for employee safety at work

Main text Dessler, Varket (2016) *Human Resource Management*. Pearson. New Delhi

Reference books Aswathappa, K. (2007). *Human Resources and Personnel Management*. Tata McGraw Hill, New Delhi.

Pedagogical approach The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM(C)403 / SEM IV TOURISM ENTREPRENEURSHIP
4 Credits Discipline Specific Core Course (DSC)

Description of the course

The purpose of this course is to acquire in-depth knowledge about the entrepreneurship development and to become familiar with the techniques and approaches required for a successful entrepreneur.

Learning outcomes

The students will be able to acquire basic knowledge about the recent trends in tourism encouraging them to set up their own organisations.

Unit I	<i>Understanding the Competition</i> Tourism industry and business ideas; business strategy- understanding customers and analyzing competition;
Unit II	<i>Marketing</i> Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.
Unit III	<i>Introduction to Communication</i> Form of organisation and legal considerations; networking and collaboration; good business practices;
Unit IV	<i>Reading and Writing Skills</i> Feasibility; Writing a business plan- marketing, financial, operations, people, etc. Financial requirements and sources of finance;
Unit V	<i>Documentation and Legal Procedures</i> Setting up a tourism enterprise- steps, procedures, licenses, registration etc.

Main text Mohanty, Sangram Keshari (2005). *Fundamentals of entrepreneurship*. New Delhi: Prentice Hall of India.
Scarborough, N.M. and Zimmerer, T.W. (1996). *Effective Small Business Management*, 5/e, New York: Prentice Hall, Inc.

Reference books Thomson. A. A., Stick land. A.J. & Cambel. J. E. (2005). *Crafting and Executing Strategy- the Quest for Competitive Advantage*. New Delhi: Tata McGraw Hill.
Peter F. Drucker (1985). *Innovation & Entrepreneurship*. New York: Harper & Row.

Pedagogical approach Lectures, presentations, assignment, group activities and case study analysis etc.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 404/SEM-IV AVIATION INDUSTRY AND TICKETING

4 Credits Discipline Specific Core Course (DSC)

Description of the course

This course has been introduced in order to diversify and prepare students for a Management Career in the International travel and tourism industry. With a strong management focus, student will be given a detailed knowledge and understanding of the Travel and the Tourism industry thus, helping to create some distinctive global graduates with the cutting-edge service skills. To understand the structure, dynamics of airline industry, airport and airlines management that includes understanding and learning CRS. To study the international airfares, regulations and formalities to travel, different organizations and their contribution to airlines management.

Learning outcomes

Students will acquire a broad range of personal, career planning (academic) and job related skill empowering them to make a positive life changes. The program will enhance an industry potential to enter employment and to proceed with further educational pursuits and be successful in Professional Life.

Unit I *Introduction to Travel Geography*

Introduction to Airline Management- Aviation Geography, IATA areas, sub-areas, sub-regions. Coding and decoding technique, Travel terminology: special service requirement codes, Miscellaneous abbreviations, Terms and definitions, Multinational regulations for air transportation and travel industry-freedoms of Air, Chicago, Montreal, and Warsaw conventions, Function of IATA, DGCA and ICAO.

Unit II *Understanding World Geography*

Physical and political geography, Planning itineraries by Air, Time zones: Time calculation, Time difference, Total Transportation time.

Unit III *Travel Formalities*

In- flight services, Baggage Handling, Passport, Visa, tax, customs and currencies, Travel Insurance, Travel information manual: Types of In-flight and aircraft facilities, special passengers, Types of baggage, Baggage allowances, Excess baggage.

Unit IV *Basics of Computerised Reservation System (CRS)*

Introduction to CRS (AMADEUS) Coding and decoding, Flight Booking, PNR construction, changes to a PNR, Special Service Requirement, optional service Information, Fare Quotes, Hotel Booking-Types of rooms, occupancy
Car Booking-Types, Models, Charges as per Kilometres.

Unit V *Basic Concepts of Ticketing*

Familiarization of Official Air Guide (OAG) Book, Division of World by IATA. Global indicators and sales indicators
Types of journeys- One Way (OW), Return (RT), Circle Trip (CT), Open Jaw, Round the World, Transfer and Stopovers, Universal Air Travel Plan (UATP), Air Itinerary Planning and practice
Miscellaneous Charges, Prepaid Ticket Advice, General Limitations on Indirect Travel,
Air fare construction: Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA)
Highest Intermediates Point (HIP), Circle Trip Minimum (CTM), Back-haul Check, Add-ons.
Miscellaneous Charges, Prepaid Ticket Advice, General Limitations on Indirect Travel, Mixed Class Journeys, Special Fares etc., baggage rules.

Hands-on training using Amadeus: Checking airlines time table and seat availability and procedure to booking seat, Create PNR. Itinerary Planning for passenger.



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- Reference books**
1. ABC Worldwide Airways Guide (Red & Blue)
 2. Air Tariff Book 1, Worldwide Fares
 3. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
 4. Jeanne Semer Purzycki, A practical Guide to Fares and Ticketing, Cengage.
 5. Doris S Davidoff, Air Fares and Ticketing, Prentice Hall.

Pedagogical approach

Travel Agents' Computer Reservations System are usually known as GDS (Global Distribution System) They are used for booking a range of travel products and services not just airline seats. On this interactive course which turns your PC or MAC into a simulated GDS, you will learn how to check for product availability (airline seats, hotel rooms and car rental vehicles),. You will learn to make and change client bookings, quote airfares, issue e-tickets plus many more travel industry processes – you will actually be doing what Travel Industry Employees do each day while learning a great deal about the airline and agency sectors, including much of the language of travel.

T-P-T: 1-2-1

Evaluation

Based on the practice. 25 % internal, 75% external.


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 405 /SEM-IV SUSTAINABLE TOURISM
4 Credits CBCS
Description of the course

The course emphasise on nature and scope as well as the significance of sustainable tourism. It provides insights about sustainable development and conservation.

Learning outcomes

Students will get familiar with the various approaches and practices for sustainable tourism development and its implementation.

Unit I	<i>Definition and principles</i> Evolution, nature and scope of Sustainable Tourism, factors affecting tourism sustainability: environmental, social, cultural and economic, interrelationship between sustainable and responsible tourism
Unit II	<i>Environmental impact assessment</i> Interrelationship between sustainable and green tourism, evaluation of impact of tourism site - zoning system - carrying capacity
Unit III	<i>Basis for classification of sustainable tourism</i> Innovative forms of sustainable tourism and their characteristics, ecotourism, geo-tourism, adventure tourism, agro- tourism and rural tourism.
Unit IV	<i>Understanding the concept and practices</i> Eco-camp, eco-hotels, eco-resorts, eco-lodge, eco-marketing and green fuel with respect to tourism sustainability, major eco- tourism destinations of India.
Unit V	<i>Strategies for sustainable tourism</i> Community based tourism and sustainability, national policy for sustainable development and sustainable millennium development goals, pro-poor tourism and community participation, future of Sustainable Tourism.
Main text	Swarbrook, John(1999) <i>Sustainable Tourism Management</i> , CABI,UK
Reference books	Mowforth, M. and Munt, I. (2003), <i>Tourism and Sustainability: Development and New Tourism in the Third World</i> . Routledge, London. Wahab, S and John J. Pigram, J.J. (1997) <i>Tourism, Development and Growth: The Challenge of Sustainability</i> , Routledge, London.
Pedagogical approach	Lectures, presentations, Assignment, group activities and discussion on current news and issues. T-P-T: 2-1-1
Evaluation	Internal Assessment – 25 percent Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 501/SEM-V BASICS OF FINANCIAL MANAGEMENT

4 Credits Discipline Specific Elective (DSE)

Description of the course

Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

Learning outcomes

Describe here what are the exit level outcomes for the learner. What will he/she be able to do after the course.

Unit I *Introduction to Financial Management*

Meaning, importance and scope of financial management
Objectives of Financial Management; Approaches to Financial Management; Functions of Finance Manager; Importance of Financial Management; Sources of finance

Unit II *Financial Statement Analysis*

Meaning and Definition of financial statements; Types of financial statement analysis; Techniques of financial statement analysis; Fund flow and cash flow statement; Ratio Analysis

Unit III *Capitalization and Capital Structure*

Capitalization: Meaning of Capital; Types of capitalization
Capital structure: Meaning, importance and determination of capital structure; factors affecting capital structure
Trading on equity: Meaning, benefits and risks
Leverages: Concept, Types of leverages and their significance
Sources of long-term finance: Equity, debentures and preference shares: meaning, advantages and limitations of each.

Unit IV *Working Capital Management*

Meaning, concepts and types of working capital; factors determining working capital requirement; working capital management policy
Components of working capital: cash, receivables, inventory, creditors, bank overdraft and others, disadvantages of inadequate working capital.

Unit V *Cost of Capital and Capital Budgeting*

Cost of Capital: Meaning and importance, computation of cost of capital for debentures or bonds, equity and preference capital and retained earnings. Weighted cost of capital.
Capital Budgeting: Meaning and characteristics; Capital budgeting process; kinds of capital budgeting decisions; Methods of capital budgeting of evaluation; Risk and uncertainty in capital budgeting.

Main text Paramasivan, C. & Subramaniam, T (2010) *Financial Management*. New Age Publishers

Reference books Eugene F.B., Houston F.(2015), *Fundamentals of Financial Management*, South-Western College Pub.
Titman, Sheridan. Martin John D. J. Keown, Arthur (2010): *Financial Management: Principles and Applications*, Prentice Hall.

Pedagogical approach Lectures, presentations, assignments, case study analysis
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 502 /SEM-V TOUR GUIDING
4 Credits Discipline Specific Elective (DSE)
Description of the course

The objective of this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritties of this profession. This course also intends to deliver key skills

Learning outcomes

After successful completion of this course, students will be able to identify responsibilities, personalities, and roles of tourist guides, understand the limitations of a tourist guide career, Discuss strategies for managing group behavior and apply tactics for smooth interaction with flight attendants, motored-coach drivers, tour leaders.

Unit I *Introduction*

Introduction to Tour Guiding; Role of a tour guide; Steps to becoming a tour guide; presentation skills for a tour guide;

Unit II *Guiding a Tourist Group*

Interpretation- Meaning, components and process; Dynamics of commentary; Mechanics of tour guiding; Tools of the trade.

Unit III *Guiding Scenarios*

Do's and Don'ts for tour guides; Guiding on walking tours, coach, museum, religious place, archaeological site, nature walks; Helping with transfers

Unit IV *Tricks of the Trade*

Handling difficult tourists; Handling questions; Handling emergencies; Responsible guiding

Unit V *Practical Information*

Planning an itinerary; business partners; Setting up a tour guiding business; Code of conduct for tour guides in India (by MoT)

Main text Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)

Reference books Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd. Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

Pedagogical approach Lectures, presentations, assignments, case study analysis
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT	
BTM 503A/ SEM V	ADVENTURE TOURISM
4 Credits	Discipline Specific Elective (DSE)
Description of the course	
The course is about the nature of Adventure and Adventure Tourism. Further it provides knowledge about difference between other types of tourism and the environment of adventure travel business.	
Learning outcomes	
The students will know about the various types of adventure and the relation of adventure in tourism industry. This will make them to work and to indulge into new Adventure Tourism	
Unit I	Meaning and Definition of Adventure Tourism: Meaning, definitions; classification of adventure tourism. Difference between adventure and sports, weather and climate and their relationship with adventure tourism.
Unit II	Land and Air based Adventure Tourism: Mountaineering, rock climbing; repelling, bouldering; trekking; skiing; safaris and its types. The equipment used in land based adventure tourism, popular land based adventure places in India.
Unit III	Water Based Adventure Tourism: Snorkelling; scuba diving; rafting; kayaking; canopying and surfing. Equipment used in water based adventure tourism. Popular water based adventure places in India.
Unit IV	Air Based Adventure Tourism: Paragliding, sky diving, bungee jumping, hang gliding, ballooning, micro light flying etc. Equipment used in air based adventure tourism. Popular air based adventure places in India. Major Adventure institutions in India, scope and future prospect of adventure tourism in India.
Unit V	Field Tour & Project Students will have to participate in a short tour of 5 to 7-day duration. Cost of such a tour will be borne by the student.
Main text	Negi, J. (2001). <i>Adventure Tourism and Sports – Part- I & II</i> , New Delhi: Kanishka Publishers.
Reference books	Peter Varley, Steve Taylor and Tony Johnston ed (2013) , <i>Adventure Tourism: Meanings, experience and learning</i> , Routledge Buckley, Ralf (2006). <i>Adventure Tourism</i> . CABI International. Malik, S.S. (1997). <i>Adventure Tourism</i> , New Delhi: Rahul Publishing Sharma, K. Jitendra (2008), <i>Types of Tourism and ways of Recreation: Elements, Dimensions and Trends</i> , Kanishka
Pedagogical approach	Lectures, presentations, Assignment, group activities and field study, there will be 4 credits worth of lectures. There will be an adventure tour of a week's duration worth 2 credits. The cost of such a tour will be borne by the students. T-P-T: 2-1-1
Evaluation	Internal Assessment – 25 percent (Based on tour and tour report) Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 503B/SEM-V RURAL TOURISM
4 Credits Discipline Specific Elective (DSE)

Description of the course

The course provides some basic concepts and nature of rural tourism as well its social set up. It also deals with various aspects, problems and prospects related to rural tourism.

Learning outcomes

Students will become aware of different policies related to the development of Indian rural society. It will help them increasing a practical approach towards it.

Unit I	<i>Meaning and Definition</i> Rural Tourism, its meaning and definition by scholars, understanding the concept of Urban and Rural areas.
Unit II	<i>Nature and Characteristics</i> Different classifications of rural tourism, salient features, characteristics of rural tourism, positive and negative impacts of tourism in rural areas.
Unit III	<i>Scope and Significance</i> Role and significance of rural tourism in India, its scope in Indian social structure and economy, sustainable livelihoods of local communities, enhancement in local quality of life.
Unit IV	<i>Rural Tourism Strategies and Its Promotion</i> Promotion of rural festivals, agricultural exhibitions and shows, events and programs, training workshops, thematic routes in rural areas and rural cuisines etc. (Government policies to develop rural tourism e.g. Suraj Kund Craft Mela, Agra's Taj Utsav, Desert festival etc.)
Unit V	<i>Field Tour & Project</i> Students will have to participate in a short tour of 5 to 7-day duration. Cost of such a tour will be borne by the student.

Main text Pruthi. R.K., (2006), *Rural Tourism: Challenges and Paradoxes*, Rajat Publications, New Delhi.
Sampson. C, (2012), *Rural Tourism*, Hardcover
D. Moore, S.A.-Dowling, R. K (2013) *Natural Area Tourism Ecology, Impacts and Management*, Newsome
Devesh Nigam (2011), *Rural Tourism: Emerging Issues and Challenges*, Hardcover

Reference books Parikshat Singh Manhas and Deepak Raj Gupta (2015), *Strategic Development Policies and Impact: Studies of Sustainable, Rural and Community-based Tourism*, Hardcover
Katherine Dashper (2014), *Rural Tourism: An International Perspective*, Hardcover
Gunjan Saxena (2016) *Marketing Rural Tourism: Experience and Enterprise*, Hardcover
R. P. Siva Sankara Reddy (2011) *Rural tourism and promotion of handicrafts in India* Hardcover

Pedagogical approach Lectures, presentations, Assignment, group activities and field study, there will be 4 credits worth of lectures. There will be an adventure tour of a week's duration worth 2 credits. The cost of such a tour will be borne by the students.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent (Based on tour and tour report)
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 504/SEM-V BASICS OF STATISTICS

4 Credits Discipline Specific Core Course (DSC)

Description of the course

The course illustrates the importance of statistical methods and tools for today's managers--and teaches students how to apply them to real business problems. It will equip students with statistical tool to be used in various research methodology in industry and academics.

Learning outcomes

The student will be able to develop an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering, tabulation, presentation and analyzing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression..

Unit I Introduction

Statistics – Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principles of Measurement – Principles of Secondary data. Tabulation and Presentation: *Classification of Data* – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs – Diagrams – Rules for Drawing Diagrams, One, Two and Three-Dimensional Diagrams – Pictograms, Cartograms, Stem and Leaf Displays.

Unit II Measures of Central Tendencies, Dispersion and Skewness

Introduction to Averages- Requisites for a Measure of Central Tendency, Mean – Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM). Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean –for Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT.
Measures of Dispersion- Introduction, significance and requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.
Skewness and Kurtosis (SK)- Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages; Moments – concepts –Calculation – Kurtosis.

Unit III Index Number

Index Numbers: Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

Unit IV Probability and Sampling

Probability Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.
Sampling- Reasons of Sample survey – bias in Survey, Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non-probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

Unit V Correlation, Regression and Time Series Analysis

Correlation Analysis- Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.
Regression Analysis- Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients (Simple problems only)
Time Series Analysis- Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods (Simple problems only).



Main text	Gupta, SC. (2016.) <i>Fundamental of Statistics</i> . 7th Ed, Himalaya Publishers House. Sharma, J.K. (2014.) <i>Business Statistics</i> 4th Edition Pearson Education,
Reference books	Arora, PN, Arora, Sumeet and Arora, Amit. (2010) <i>Managerial Statistics</i> , S. Chand Keller Gerald (2014), <i>Statistics for Management and Economics</i> , South-Western College Pub.
Pedagogical approach	The course focuses on step by step explanation of theory followed by numerical. It uses various mathematical tool like graphs for better understanding. T-P-T: 2-1-1
Evaluation	Internal Assessment – 25 percent Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 505 / SEM V CONSUMER BEHAVIOUR IN TOURISM
4 Credits Discipline Specific Elective (DSE)
CBCS

Description of the course

This subject aims to provide students with an overview of the role of consumer behaviour in travel and tourism. It incorporates the theoretical frameworks and concepts derived primarily from mainstream marketing, consumer behaviour and the tourism discipline to form a comprehensive understanding of tourist behaviour. This subject helps students to not only develop an understanding of tourist behaviour, but also apply theory into practice.

Learning outcomes

Upon completion of the subject, students will be able to explain the core concepts underlying tourist consumer behaviour, both as the purchaser and the user, in tourism marketing, apply consumer behaviour models generated by the marketing discipline in the tourism context, analyse tourists' decision process within the dynamic and complex travel and tourism phenomenon and identify the current global trends in tourist behaviour and its relevance to international tourism marketing.

Unit I Introduction to Tourist Behaviour

The role of consumer behaviour in tourism marketing; Overview of tourist behaviour in relation to the products, services and markets of the hospitality industry; Reasons for buying particular products or services.

Unit II The Tourist Consumer Decision Process

Purchase decision making process; Main concepts and models of tourist behaviour; Travel motivation and determinants.

Unit III Tourist Perceptions, Expectations and Satisfaction

Perception, Dynamic of perception, Consumer imagery, Perceived risk, Risk handling by tourists, Developing strategies for reduction of perceived risk.

Unit IV Social and Cultural Influences on Tourist Behaviour

Components of cultural impacts on tourist consumption; Environmental influences which fall into two broad categories: cultural influences and reference group influences affecting tourists.

Unit V Current Issues in Tourist Behaviour and their Implications for International Tourism Marketing

Nature of demand in different segments and market sectors of tourism; Tourist behaviour and the marketing concept; Global tourism demand and national differences.

Main text Swarbrooke, J., & Horner, S. (2007). *Consumer Behaviour in Tourism*. (2nd ed.), Butterworth-Heinemann.
Williams, A. (2002). *Understanding the Hospitality Consumer*. (1st ed.), Butterworth-Heinemann.

Reference books Chon, Kaye, Pizam, Abraham, & Yoel. (2000). *Consumer Behaviour in Travel and Tourism*. Routledge.
FitzGerald, H. (2002). *Cross-cultural Communication for the Tourism and Hospitality Industry*. (Rev. ed.), Hospitality Press.

Pedagogical approach

Lectures will focus on the introduction and explanation of concepts and theories supported by hypothetical and real examples wherever appropriate. Group discussions and activities may be arranged to stimulate students' interest or their awareness of practical implications of some concepts.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 601 /SEM-VI DESTINATIONS OF INDIA
4 Credits Discipline Specific Elective (DSE)
Subsidiary & Program

Description of the course

The students will be able to know some important destinations of India with their attractions, accommodation and accessibility.

Learning outcomes

Students will be able to identify the importance of a destination in the diverse sectors of tourism industry. They will be able to know how destination exhibits a number of important features of interest to tourists, tourism planners and operators.

Unit I Introduction to Tourism Destination:

Types- Natural and man-made, Characteristics of tourism destinations, Destination Life Cycle model, Concept of destination management and its sustainable growth

Unit II Major Natural Destinations Of India:

Natural Tourist destinations with relation to diverse landforms: mountains, deserts, beaches, coastal areas and islands for various tourist activities ranging from recreation to adventurous. Wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Dachigam National Park, Jim Corbett, Bharatpur Bird Sanctuary, Gir National Park, Hill station: Gulmarg, Pahalgam, Mussoorie, Shimla. Islands: Andaman and Lakshwdweep: beaches: Puri, Mumbai, Goa, Cochin, Kanyakumari, Chennai, Pondicherry.

Unit III Major Built Destinations of India:

Historical and Monumental or Architectural destinations: Delhi, Agra, Jaipur, Gwalior, Khajuraho, Nalanda, Ajanta- Ellora, Hampi, Lucknow. Religious Tourist destinations- Buddhist Resources: Bodh Gaya, Kushnagar, Sarnath, Sanchi, Ajanta and Ellora. Islamic destinations: Delhi, Agra, Fatehpuri sikri, Lucknow and Ajmer. Hindu destinations: Bhuvanewar – Puri- Konark, Rameshwaram, Mahabalipuram, Shirdi, Triupati, Madurai, Vaishno Devi, Amarnath, Char dhams. Sikhism destinations: Amritsar and Patna. Christian destinations: Goa, Kerala and churches of north-east.

Unit IV Managing Quality of Indian Destinations:

Destination Promotion and publicity in India, Indian tourism facility and activities planning, Condition of health & hygiene, Sanitation system, Ancillary services development etc.

Unit V Emerging Tourism Destinations of India and Destination Mapping:

Destinations for -Ecotourism, Rural Tourism, Golf Tourism, Wine Tourism, Camping Tourism, Medical Tourism - MICE Tourism, plotting of prominent tourist destinations of India.

Case Study of any prominent Destination in India (Natural or Manmade) and Project Report

Main text Harrill, R. (2011) *Guide to Best Practices in Tourism and Destination Management*, Educational Institute of the American Hotel and Lodging Association.

Reference books Morrison, (2013) A. M., *Marketing and Managing Tourism Destination*, Routledge

Pedagogical approach Lectures, presentations, Assignment, group activities and Case study analysis, discussions
T-P-T: 3-0-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 602/SEM-VI ACCOUNTING SKILLS FOR TOURISM BUSINESS

4 Credits Discipline Specific Core Course (DSC)

Description of the course

Accounting provides information for decision making. Almost every business and organisation needs accountants to measure performance and provide information for decisions. The course is designed to provide the students with the basic knowledge of the Accounting skills.

Learning outcomes

The learner shall be able to understand the basic principles and techniques of preparing and presenting the financial accounts for the use of the end users.

Unit I *Introduction to Financial Accounting*
Introduction, meaning of book keeping, accounting and accountancy, Distinction between book keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies (capital, asset, liability, capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, voucher, discount, transaction, drawings), Accounting concepts and conventions, Accounting standards.

Unit II *Recording of Transactions and Secondary Books*
Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash books, ledger posting, trial balance

Unit III *Final Accounts*
Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, closing entries.
Trading account, profit and loss account and balance sheet, practical problems.

Unit IV *Depreciation*
Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)

Unit V *Joint Stock Company*
Importance, meaning and definition of a company, characteristics and kinds of companies, formation of a company. Shares and share capital, under subscription, oversubscription, calls in advance, calls in arrears, issue of shares at premium and discount, buy back of share, surrender of shares.
Debentures: classification, issue, terms of issue, writing off loss on issue of debentures.
Company final accounts: introduction to company final accounts, profit & loss accounts, balance sheet, basics of preparation of simple company final accounts.

Main text Maheshwari, S.N. and Maheshwari, S. K (2013). *An Introduction to Accountancy*. New Delhi: Vikas Publishing House.

Reference books Sofat, Rajni and Hiro, Preeti (2014). *Basic Accounting*. Delhi: PHI Learning Pvt.Ltd.
Monga, J.R and Ahuja Girish. *Financial Accounting*. Delhi: Mayoer Paper backs.
Sharma, D.G. *Financial Accounting*. New Delhi: Taxmann Allied Services Pvt.Ltd.

Pedagogical approach Two credits is allotted to two lectures in a week for classroom discussion and problems solving related to accounts. Theories of accounting shall be followed by numericals.
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 603A/SEM VI INTRODUCTION TO HOSPITALITY INDUSTRY*
4 Credits Discipline Specific Elective Course (DSE)

Description of the course

Purpose of this course is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

Learning outcomes

The student will be able to define the characteristics of the hospitality industry, explain the elements of the hospitality industry, discuss current issues facing food service; discuss current guest needs; and explain general hotel operations and explain and discuss the role of service in the hospitality industry

Unit I *Introduction to Hospitality Industry*

Origin and growth of Hospitality Industry in India and the World; Definition of hotel; Classification of hotels; Major departments of hotels; Hotel tariff plans; Types of guest rooms.

Unit II *Front Office Management*

Section and layout of front office; Organisation of front office staff; Duties and responsibilities of front office personnel; Guest cycle and room reservations; Safety and security procedures.

Unit III *Housekeeping Department*

Introduction, importance and responsibilities of housekeeping department; Duties and responsibilities of housekeeping personnel; Layout of the department; Interdepartmental coordination.

Unit IV *Food and Beverage Services*

Introduction to food service industry in India; Types of restaurants and their characteristics; Functions and organisation of food and beverage department; Intra and Inter-Departmental relationships.

Unit V *Environmental Concerns and IT Applications in Hotel Industry*

Property management system (PMS application) in front office; Evaluating hotel performance; Eco-friendly amenities, products and processes in housekeeping department; IT in the housekeeping department; Environmental factors influencing the food service operations; Hotel Waste Management; Recipe and menu management system.

Main text Raghubalan, G. & Ragubalan S. (2013). *Hotel Housekeeping Operations and Management*, OUP, New Delhi.
Tewari, J.R. (2016). *Hotel Front Office Operations and Management*, OUP, Publication New Delhi.

Reference books Andrews, S. (2009). *Hotel Front Office Training Manual*, Tata McGraw Hill, Mumbai.
Foskett, J.C.D. & Gillespie, C. (2002). *Food and Beverage Management*, Pearson Education, England.
Spears, C.M. (2003). *Food Service Organisation. A Managerial & Systems Approach*, Prentice Hall, New Delhi.
Andrews, S. (2008). *Front Office Management and Operation*. TATA McGraw-Hill, New Delhi.

Pedagogical approach Lectures, presentations, Assignment, group activities and Case study analysis, discussions
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 603B/SEMVI AIR CARGO MANAGEMENT
4 Credits Discipline Specific Elective (DSE)

Description of the course

Growing international trade calls for an understanding of air cargo management and related issues. Study of air cargo management is apparent in today's scenario.

Learning outcomes

The students learn about the cargo management system with an international perspective, focusing on the business, operations and regulatory fundamentals. They will explore how the air cargo industry is changing and what are the needs of the industry.

Unit I Introduction to Air Cargo

Aviation History – Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

Unit II Basic Cargo Rating and Handling

Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

Unit III Dangerous and Live Animal Regulations.

Dangerous good - Introduction, classification & packaging; Dangerous goods, labeling, marking and handling and documentation; Valuation charge, disbursement fee, collect charge; Live animal regulations and documentations.

Unit IV Export Import Policy

Basic Determinants of Exports and Imports Export import documents, shipping bill, landing bill, Labeling; Customs Act 1962 & duty drawback scheme. Export Procedure, How To export, Preliminaries for Starting Export, Register with Export Promotion Council; Export Import policy in the new era of free trade regime, Procedure, Export Incentive Scheme.

Unit V Cargo Documentation

Cargo insurance and clauses, Understanding Foreign Exchange Rates & Protection against Their Adverse Movement; General Introduction to sea freight; Shippers liabilities & responsibilities. Logistic Management – Concepts and Scope

Main text Dhar, P.N., (2008) Global Cargo Management: Concept, Typology, Law and Policy, Kanishka Publication, Delhi.

Reference books Travel Industry - Chunk, James and Dexter
Tack Rule Book
OAG and the Air Cargo Tariff both Red and Green

Pedagogical approach Lectures, presentations, Assignment, group activities and Case study analysis, discussions
T-P-T: 2-1-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 604/SEM VI EVENT MANAGEMENT

4 Credits Discipline Specific Elective (DSE)
This course will be offered as Subsidiary

Description of the course

Contemporary events management is a diverse and challenging field. The programme is intended to fully explore the multi-disciplinary nature of events management and to provide all the practical skills and professional knowledge students need to succeed in the events industry. The course covers every type of event studied on an Events Management course, including sports, music, the arts, corporate events, tourism, and the public and voluntary sectors.

Learning outcomes

The module exposes the students with the key issues facing the contemporary events industry, from health, safety and risk management to sustainability to developing a market-oriented business, with every topic brought to life through case-studies, personal biographies and examples of best practice. Better understanding of Event Management will open a wide number of job opportunities for students in the dynamic sector.

Unit I *Introduction*

Definition, Challenges of Event Management, Events in human history and culture, The events industry, the role of event manager. Managing event projects : Events as projects, project management perspective, Event project definition, organisation and framework, Project parameters, objective statement, planning, optimization, evaluation, crashing, risk management, cost breakdown structure, implementation, required competencies. Stakeholder's requirements and need.

Unit II *Event Design, Production and Operations*

Current views of Event design, Event as design experience, Concept and theme, understanding event experience, events staging and logistics. Operation: the legal environment, insurance, regulations, license and permits, Event contract and logistics. Event Finance: Financial terminology, Financial planning and control. Users of event finance information, budgeting and events, common method of budgeting. Event marketing: Event marketing planning and sponsorship

Unit III *Human Resource, Health and Safety*

Human Resource: Challenges, finding right people, Induction and Acculturation, Effective communication within event, Employee learning and development, motivating, maximizing performance and retaining employees, Remunerating staffs. Health and Safety: legislation, management, Risk management, Risk assessment, specific event risk.

Unit IV *Types of Events*

Sporting Events, Mega Events, Event in the public and third sectors, Corporate Event, Cultural Event and Festivals.

Unit V *Impacts of Events and Role of Media*

Event impact, measuring impacts, event sustainability, event legacies, event and the new economics. Media: what is media, role in event management, links to stakeholders, media management, impacts of event coverage, crisis management for event managers.

Main text Bladen, Charles. Kennell, James. Abson, Emma. Wilde, Nick. (2012). *Events Management: An Introduction*. Routledge Publication

Reference books Quinn, Bernadette. (2013). *Key Concepts in Event Management* SAGE Publication, New Delhi
Jones, Meegan. (2010). *Sustainable Event Management: A Practical Guide*. Earth Scan, London

Pedagogical approach Six credits are distributed as five theories and one tutorial. The theory part shall have lectures, case studies of different events and seminars. Students will be allowed opportunities to volunteer in local events.
T-P-T: 2-1-1

Evaluation Internal assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM(C)605 / SEM VI HERITAGE MANAGEMENT

4 Credits Skill Enhancement Courses

Description of the course:

The course covers heritage regulations and management, applications and practices in India. The course provides the definitions, terminology and concepts of heritage and Management and their relationships with tourism.

Learning outcomes:

After completion of the course, the student should be able to identify basic theoretical debates and practical principles which today shape the cultural heritage management and able to analyse the heritage management, its nature, conservation and relationships with the cultural environment. The outcome of the course is to create a professional heritage manager who will work towards awareness and preservation of India's glorious heritage and its management.

Unit I	<i>Introduction to Heritage</i> Understanding the meaning, definitions, Concepts of heritage and management; types of heritage (tangible, intangible and living); and significance; interrelationship, and their significance in tourism studies.
Unit II	<i>Heritage Tourism</i> World Heritage Sites, Heritage conservation, Impacts of heritage tourism; Planning and development for heritage tourism; Managing heritage tourism: visitor management, legal aspects and zoning
Unit III	<i>Heritage Legislation and Policy</i> Introduction to legislations for the protection and preservation of heritage, The AMASR Act 2010, State legislation, The Antiquities and Art Treasures Act 1972, International Charters and Conventions, INTACH Charters for the Conservation of Unprotected Heritage and Sites in India
Unit IV	<i>Museum, Archives and Management</i> Definition and scope of museum; Types and classifications of museums and archives, role and significance, public relations and education,
Unit V	<i>Role and functioning of national and international organizations</i> ASI, INTACH, AGA KHAN TRUST, ICOMOS, ICCROM, NMA
Main text	Seth P.M. (2008). <i>Successful Tourism Management</i> . New Delhi: Sterling Publishers Chowla, A.S. (1995). <i>Management of Tourism: A global Perspective</i> . New Delhi: Deep & Deep Publications.
Pedagogical approach	Lectures, presentations, Assignment, group activities and Case study analysis, discussions T-P-T: 2-1-1
Evaluation	75% external evaluation. 25% internal evaluation



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 701/ Sem VII MARKET RESEARCH

4 Credits Discipline Specific Core Course (DSC)

Description of the course: This course provides a comprehensive introduction to market research, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of market research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analysing research data to make decisions.

Learning outcomes: 1. Analyse the roles, the functions and the processes that surround market research, emphasizing the specification, collection and analysis of primary data.
 2. Examine the research process, problem definition, alternative research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and foundational techniques for data analysis. Emphasis is placed on the practical issues related to decision maker's use of marketing information. Marketing research provides the student with substantial experience in developing critical analysis by using math/statistics skills.

Unit I ***Introduction to marketing research***
 Meaning, significance, Scope of market research, Challenges with special reference to tourism and hotel business, management and uses of marketing research, marketing Research process, Types of marketing research, Research Approach-quantitative, qualitative and mixed. Ethics in Research.
 Research problems, selecting problems, formulate marketing research problems, decision making process, Guiding principles in selection of marketing research problems.

Unit II **Research Design and Sources of Data**
 Research Design, need of research design, type of research design- exploratory, descriptive, and causal.
 Types of data, source of data, measurement and scaling of data, method of primary data collection: observation, interview, focus group discussion and questionnaire; preparation of questionnaire, reliability and validity of data, attitude measurement techniques.

Unit III **Formulation of hypothesis and Sampling design**
 Hypothesis meaning and type. Formulation and testing of hypothesis, one-tail test and two-tail test. Type I and Type II error. Confidence interval. Level of significance. Steps to test null hypothesis.
 Basic concept of sampling, sampling procedure in marketing research, sampling design, types of sampling: random and non-random sampling; reason for sampling, Central limit theorem. Sampling error. Concept of standard error. Sample size determination.

Unit IV **Data analysis and interpretation**
 Frequency Distribution, Probability distribution- discrete and continuous. Measure of central tendency and variation. Correlation and simple regression analysis. One sample tests: t-test, chi-square (goodness of fit), Two sample tests: t-test (Independent and Pair) , f-test (one-way ANOVA) , Chi-square (Independence), Mann Whitney (U) test, Krushal Wallis (H) test

Unit V **Analysis of market and research report**
 Advertising budget decision, analysing test market experiment and the effect of marketing mix (Regression Analysis). Theme Decision, understanding consumer perception and application to brand/product positioning (Exploratory Factor Analysis), Market Segmentation (Cluster Analysis), Brand and Product line decision, understanding consumer preferences and



application to product design (Conjoint Analysis), Strategy Formulation (Multidimensional scaling)

Research report. Significance of research report writing, presentation of research report, different steps in writing reports. Layout of research report, types of report.

Main text

1. Naresh K. Malhotra and Satyabhushan Dash, Marketing Research: An Applied Orientation, Pearson.
2. Ken Black: Applied Business Statistics, Wiley India.

Reference books

1. Paul E. Green, Donald S. Tull, Research for Marketing Decisions , Prentice Hall of India
2. Harper W. Boyd Jr., Ralph Westfall , Stanley, Marketing Research: Text and Cases, McGraw Hill
3. Beri G.C., Marketing Research, 4e, Tata McGraw Hill Publishing Co. Ltd
4. Kothari, C. R : Research Methodology, New Age International Publishers

Pedagogical approach

Lectures, case discussions, assignments.
T-P-T: 2-1-1

Evaluation

75 % External evaluation, 25% Internal Evaluation


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 702/ Sem VII
DESTINATIONS OF THE WORLD
4 Credits

Disciple Specific Elective Course (DSE)

Description of the course

This course has been designed keeping in mind the needs of travel industry. It is a job-oriented course which has been tailor-designed to provide hand on training to students. The course will provide students to interact with the travel professionals and experts.

Learning outcomes

After completing this course, the student should be able to:

1. Learn about popular global destinations
2. Learn about popular circuits and itineraries
3. Learn about important service required by a tourist.
4. Prepare itineraries with costing
5. Understand how to convert tourist's idea of holiday into a tour package.

Course roll out

In this course theoretical and practical inputs related with types of itineraries, itinerary preparation and designing process, costing and pricing of itinerary, documentation preparations will be imparted.

The course is a 100 % practical course. Broadly, the activities assessed in this course are as follows:

Itinerary workshops

Creativity, feasibility and presentation skills will be the main criteria for evaluation of the itinerary presentation. The students will make six itineraries based on different themes. Each itinerary has to be submitted in PowerPoint and a written assignment (brochure).

Documentary

A documentary (short film) will be presented by students highlighting various features of a destination/country/circuit.

Quiz

Four quizzes will be organized. Three best scores out of four will be considered.

Destination specialist certificates

Every learner will be expected to complete three destination specialist certificates.

Destination specific lectures

Lectures by embassy tourism desks/ DMCs.

Students must attend these lectures. Based on these sessions the students will be expected write a detailed essay about the destination.

Pedagogical approach

'Activity based learning' is the key pedagogical approach that we use. Learning would be facilitated through presentations, itinerary workshops, acquiring destination specialist certifications, quizzes, presentations, and class activities etc.
T-P-T: 0-4-0

Evaluation

Itinerary workshop and presentations (6)- 30 %

Documentary (1)- 15%

Score of quizzes (3)- 30 %

Destination specialist certificates (3)- 15 %

Participation in Destination Specific lectures and essay writing (1)- 10%


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 703A/SEM VII LEGAL FRAMEWORK FOR TOURISM
4 Credits Discipline Specific Elective (DSE)
Description of the course

In the increasing tourism sector at global level, it is necessary to know about the legal rights of tourists by the students of tourism and hospitality. In this course introductory and general knowledge of tourism laws are to be studied.

Learning outcomes

Job seekers in tourism industry shall help to protect the rights of tourists from any illegal harassment. Students will understand in detail the legal and regulatory framework in the travel and tourism sector.

Unit I *Perception of Laws*

Definition of law and regulations, essentiality of such laws in society, pre modern laws and regulations, role of legislation in tourism; National Tourism Policy - objectives and consistency.

Unit II *Laws for Protection of Heritage*

Monuments and archaeological sites act, wildlife protection act, Antiquities & Art Treasures Act law and sustainable tourism.

Unit III *Legislations for Tourism Transport Industry*

Land, sea and air transport laws, law of sea concept, bill of lading and foreign travels Act, legal rights of air tourist and aviation industry, Foreign Exchange Regulation Act, 1973, Passport Act, 1967.

Unit IV *Legal Rights of Tourists*

Rights of tourists as consumers, safety and security laws for tourists, tourism packages laws, medical tourist's laws, surrogation laws, the Consumer (Protection) Act, 1986-; Rights of consumers; nature and scope of remedies available to consumers; Powers, functions and composition of consumer courts

Unit V *Hotel and Hospitality Laws and Business Ethics*

Law for establishment of hotel, legal and regulatory aspects of guests tourists, hotel receipts tax act – 1980, legal formalities for foreign tourists, concept of social responsibility, managing ethical behaviour, tools of ethics, corporate Social Responsibility (CSR)

Main text Malik S. (2011) *Ethical & Legal & Regulatory Aspects Tourism Business*
Albuquerque. D. (2011), *Business Ethics- Principles and Practices*, Oxford: New Delhi

Reference books Tulsain P.C (2007), *Business Laws*, Tata McGraw Hill, New Delhi.
Gerbert, Michael (ed) (2014) *Sustainable Tourism*
Goadwin R John (2014) *Hotel Hospitality and Tourism Law*
Cohen Glenn.I (2014), *Patients with Passports: Medical Tourism, Law and Ethics*

Pedagogical approach Lectures, presentations, Assignment, group activities and Case study analysis, discussion on current news and economic issues.
T-P-T: 2-1-1

Evaluation Internal assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 703B/ SEM VII PROJECT WORK

4 Credits Discipline Specific Elective (DSE)

Objectives of the Course

Keeping in view the diverse nature of tourism & travel industry & its long- term implications on the economy, society, culture & environment, it is mandatory to do some project work so as to sharpen the research skills, develop a practical understanding of the Hospitality system, attain some field experience etc.

Description of the Course

Students are required to prepare a project on a topic of their choice approved from Faculty from Institute/ Head of Department; computer typed, compiled & hard bound copy (Two print Copies) and One soft copy in C.D.

Selecting A Topic: - The topic should directly relate to tourism and travel industry. A lot of thinking & creativity is required at planning stage. The purpose of the project is to-

- Learn about various tourism issues.
- Learn how to evaluate the potential.
- Improve organizing & managerial skills.

The Project should include: -

- The First page should include Name of The Institute / University, Project undertaken, Roll Number & Name.
 - Certificate by Candidate of genuine work.
 - Acknowledgement.
 - Certificate of approval.
 - Introduction to the topic.
 - Problem Definition
 - Need of study
 - Problem Definition
 - Research objective
 - List of Information
 - Research Methodology
 - Research design
 - Source of data
 - Instrumentation of data collection
 - Sampling Design
 - Analysis, Findings & Interpretation.
 - Suggestions & Recommendations.
 - Conclusion or Silent Findings
 - Limitation
 - Bibliography
 - Annexure
-

Pedagogical approach The students will have to work under an allocated guide and will have to submit regular progress report.

Evaluation One printed copy and one soft copy of the project report should be submitted to the Institute and one printed copy should be submitted to the organization where the project work is undertaken. The printed copy of the project report must bear the guidance certificate duly signed by both the guides (Internal & External). The relevant seal of the organization should support the signature of the external guide. The examiners duly constituted by the Institute will evaluate the Project Report. The project report should reflect the candidate's own understanding, estimation and analysis of the subject under study. Every student has to appear in the viva-voce examination on the project work.


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM 704/SEM VII ITINERARY COSTING AND PREPARATION
4 Credits Discipline Specific Elective (DSE)

Description of the course

Itinerary costing and preparation is one most important aspect for tour operator and travel agencies. The success and failure of the tourism industry depends on the itineraries prepared by it. The course focuses on the practical aspects of the industry which will make students better prepared for job interview and immediate success in the industry.

Learning outcomes

The course is designed with the intention to familiarise the students with itinerary preparation and its costing. After conclusion of the course the students will be able read, understand and make itineraries for tourists with different aspirations.

Unit I Introduction

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT Do's and don'ts of itinerary preparation-Limitations and Constraints

Unit II General Concept

Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary - Seasonal Itinerary-Product based itinerary-All-Inclusive Itinerary

Unit III Tour Packaging

Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Lessening and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.

Unit IV Product Oriented Package Tour

Health tourism, Yoga, Meditation and Nature Cure –Beach Holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours. Adventure Package: Soft and Hard adventure -Concepts and guidelines: Desert Safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf Tours, Theme tours and Cruise. Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals- Rural/Village tour.

Unit V Costing a Tour

Components, Considerations- Types of Costs-Cost sheet, FIT Costing and Group Costing. Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc. Pricing Strategies and Distribution Mechanism

Main text Chunk, James, Dexter & Boberg (n.a.) *Professional Travel Agency Management*
D.L. Foster (n.a.) *The Business of Travel Agency Operations and Management*

Reference books Chand, M., (2000), *Management Of Travel Agency And Tour Operation*, Anmol Publications Pvt. Ltd, New Delhi.
Chaudhary, M., 2010, *Tourism Marketing*, First Edition, Oxford University Press, New Delhi.

Pedagogical approach

Two credits are subjected to two classes per week comprising of lectures and comparative study of different itineraries offered by travel agencies. The theory part will also cover presentation from teachers and students discussing itineraries.
T-P-T: 2-1-1

Evaluation

Internal Assessment – 25 percent
Written Examination – 75 percent


BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
BTM(C)705 / SEM VII PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS IN TOURISM
4 Credits Choice Based Courses Elective

Description of the course

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions.

Learning outcomes

The students will be able to acquire basic knowledge of comprehension communication and writing skills. Further, it aims to provide exposure of English communication used in the tourism industry by the professionals.

Unit I *Basics of Personality*
Personality Analysis, theories and concepts of personality development, personality types and leadership qualities, personality tests.

Unit II *Soft Skills*
Classification of Soft skills, antiquity of soft skills, non-verbal communication, body language

Unit III *Introduction to Communication*
Meaning, types and levels of Communication; Process of communication; Barriers to communication;

Unit IV *Reading and Writing Skills*
Reading comprehensions; Improving comprehension skills; Techniques for good compressions; Elements of effective writing; Technical reports- Proposals, formal letters, memos and emails.

Unit V *Listening and Speaking Skills*
Meaning and Importance of listening; Reasons for poor listening; Traits of a good listener; Types of listening; Basic sounds of English- vowels, consonants, phonetics etc.; Conversation, dialogues, interviews, group communication, public speech.

Main text Raman, Meenakshi and Sharma, Sangeeta (2016). *Technical Communication- Principles and Practice*. New Delhi: Oxford Publication.
Mitra, Barun K. (2016). *Personality Development and Soft Skills*. New Delhi: Oxford Publication.

Reference books Kumar, Inderjit & Kumar, Sanjay. *A Course Book of English Grammar, Composition and Translation*.
Bapna, Anil & Bapna, Raj (2015) *How to Write and Speak Effective, Powerful and Fluent English*.
Murphy, R., & Smalzer, W. R. (2002). *Basic grammar in use: self-study reference and practice for students of English. Student's book*. Ernst Klett Sprachen.
Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (2008). *Business communication: Making connections in a digital world*. McGraw-Hill.

Pedagogical approach Lectures, presentations, assignment, group activities and case study analysis etc.
T-P-T: 1-2-1

Evaluation Internal Assessment – 25 percent
Written Examination – 75 percent



BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

BTM 801/ SEM VIII

ON THE JOB TRAINING

16 Credits

Discipline Specific Elective (DSE)

Description of the course**INDUSTRIAL EXPOSURE - II (On the Job Training)**

The objective of Industrial Exposure is to facilitate learners with skills & practices of trade so as to supplement their theory and practical inputs of semester VII and enable them to Industry Ready.

Duration of Exposure: 15-18 weeks

Industrial Exposure will require an input of 90-100 working days (15 weeks x 06 days = 90 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as “absent” in industrial training and results. The Industry Exposure in VIII semester necessarily needs to be in an approved organisation related to Hospitality, Travel, Tourism, Recreation, Leisure or other such organisation. Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute.

Training Schedule:

The VIII Semester shall be supplemented by on the job training in following BTM 801, BTM 802, BTM 803 & BTM 804: Total weeks: 15-18 weeks. The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills to facilitate the learners on Writing Skills for Hospitality (Writing of Industrial Reports/ Trade Presentation Skills, Human Resource Practices Safety, Security and Travel Documentation Facilitation Management Practices while acquainting the learners with skills of trade of their choice from BTM 801- 804 . It may please be noted that for this semester the number of credits assigned is 20. Being practical oriented the number of hours input per week comes as 40 hours per week.

Academic Credits for training shall be based on following

Attendance, Appraisals, Report and presentation, as applicable

All candidates must ensure that the appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. They are also advised to make a report in accordance to their curricular for VIII Semester. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 15 minutes. Marks will be awarded on this. The presentation should express the student’s experiences in the department and what has he learned/ observed. The Report will be submitted in the form specified as under:

- The typing should be done on both sides of the paper (instead of single side printing)
- The font size should be 12 with Times New Roman font.
- The Training Report may be typed in 1.5 line spacing.
- The paper should be A-4 size.
- Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

- Appraisal
- A copy of the offer letter and industry exposure/ Job Training Certificate. ^[1]_[SEP]
- Report in view of requirements of VIII semester. ^[1]_[SEP]
- Power Point presentation on a CD, based on the report. ^[1]_[SEP]
- Attendance sheet. ^[1]_[SEP]
- Leave card. ^[1]_[SEP]

For distribution of marks refer to details on Course structure/ Credit Distribution^[1]_[SEP] During the tenure of Industrial Exposure, apart from carrying out the assigned jobs,^[1]_[SEP] The learners are suggested to make the following observations in the departments of Industry:

WHAT TO OBSERVE

- Standard operation/ Operating Procedure
 - Who is Who- Key people in the Core Group
 - Hierarchy Chart
-



4. Key Personnel
5. Job Description
6. Employee Recruitment/Retaining/ Welfare Policies (Break-Timings) ^[1]_[SEP] Duty hours, Weekly off
7. Working Condition
8. Situation handling procedures
9. Certifications from various Institutions like Licensing/ NoC etc.
10. Operation Timings
11. Duty Roaster
12. Communication Channels
13. Uniform codes
14. Forms & Formats
15. Record Keeping & Systems

WRITING SKILLS FOR TOURISM

Writing Skills for Tourism (Writing of Industrial Reports/ Operation Software Skills/ Trade Presentation Skills)

1. Business Communications
2. Email & Web Applications
3. Software Operations
4. Professional Presentations
5. Annual Reports
6. Appraisals
7. Inter Office Communications
8. Intra Office Communications
9. Formal Telephonic Conversations
10. Interacting with Customers/ Seniors/ Colleagues/ Juniors
11. Writing & Presentations of Reports

PERSONALITY SKILLS FOR TOURISM

WHAT TO OBSERVE

(a) Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening

(b) Etiquettes & Manners

Social & Business Dining Etiquettes, Social & Travel Etiquettes

(c) Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of “Small Talk” before serious business

(d) Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place ^[1]_[SEP]

(e) Group Discussion

Team Behaviour, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression.

(f) Telephone conversation

Thumb rules, voice modulation, tone, do's & don'ts, manners and accent ^[1]_[SEP]

(g) Presentation

Presentation skills, seminars skills role plays

(h) Electronic Communication Techniques

E mail, Fax.

**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT****BTM 802/ SEM VIII COMPREHENSIVE VIVA-VOCE- (DSE)****4 Credits** Discipline Specific Elective (DSE)**Description of the course**

The intention of this course is to analyse the output of the programme through a detailed interview.

Learning outcomes

Every student has to appear in the viva-voce examination. The Department would decide the members of the viva voce committee. Questions from various semesters will be asked to the students and try to determine the overall progress and consistency of the students throughout the programme.