

**Course Structure**  
**BTTM – Bachelor of Tourism & Travel Management (Four Years)**

Paper Code	Subject	Periods			Evaluation Scheme						Practical	Total
		L	T	P	Internal Exam Ordinance Clause 13(a)				University Exam	Sub Total		
					CT	CA	A	TOT				
<b>1<sup>st</sup> Semester</b>												
21BTTM101	Introduction to Tourism & Travel Management	3	1	0	10	5	5	20	80	100	--	100
21BTTM102	Geography of Tourism	3	1	0	10	5	5	20	80	100	--	100
21BTTM103	Tourism Resources of India-Natural	3	1	0	10	5	5	20	80	100	--	100
21BTTM104	Application of Computer and ICT in Tourism	3	0	1	10	5	5	20	80	100	50	150
21BTTM105	Foundation Course in Management	3	1	0	10	5	5	20	80	100	--	100
<b>2<sup>nd</sup> Semester</b>												
21BTTM201	Travel Agency & Tour Operation	3	1	0	10	5	5	20	80	100	--	100
21BTTM202	Haryana: Tourism, Culture & Cuisine	3	1	0	10	5	5	20	80	100	--	100
21BTTM203	Tourism Resources of India-Cultural	3	1	0	10	5	5	20	80	100	--	100
21BTTM204	Adventure Tourism-I(Land Based)	3	0	11	10	5	5	20	80	100	50	150
21BTTM 205	Human Resource Management	3	1	0	10	5	5	20	80	100	--	100
21BTTM206	Communication Skills in Tourism	3	11	0	10	5	5	20	80	100	--	100
<b>3<sup>rd</sup> Semester</b>												
21BTTM301	Airlines Ticketing	3	1	0	10	5	5	20	80	100	--	100
21BTTM302	Tourism Organizations and Associations	3	1	0	10	5	5	20	80	100	--	100
21BTTM303	Tourism Resources of India-Religious	3	1	0	10	5	5	20	80	100	--	100
21BTTM304	Adventure Tourism-II(Air Based)	3	1	0	10	5	5	20	80	100	--	100
21BTTM305	Tour Guiding & Escorting Skills	3	1	0	10	5	5	20	80	100	--	100

<b>4<sup>th</sup>Semester</b>												
21BTTM401	Transport Services in Tourism	3	1	0	10	5	5	20	80	100	--	100
21BTTM402	Tourism Marketing	3	1	0	10	5	5	20	80	100	--	100
21BTTM403	Medical Tourism	3	1	0	10	5	5	20	80	100	--	100
21BTTM404	Adventure Tourism-III (Water Based)	3	1	0	10	5	5	20	80	100	--	100
21BTTM405	Disaster Management	3	1	0	10	5	5	20	80	100	--	100
21BTTM406	Environmental Science	Internal Qualifying paper as per UGC guidelines										
<b>5<sup>th</sup>Semester Industrial Exposure</b>												
Paper Code	Subject				Training Report			Viva Voce		Total		
		Internal	External		Internal	External	Internal	External				
21BTTM501	Training Report Evaluation & Viva Voce	--			100			--		100		200
21BTTM502	Project Report Evaluation & Viva Voce	--			100			--		100		200
<b>6<sup>th</sup>Semester</b>												
		L	T	P	CT	CA	A	TOT	UE	ST	P	T
21BTTM601	Eco Tourism	3	1	0	10	5	5	20	80	100	--	100
21BTTM602	Itinerary Planning & Tour Packaging Management	3	1	0	10	5	5	20	80	100	--	100
21BTTM603	Emerging Trends in Tourism	3	1	0	10	5	5	20	80	100	--	100
21BTTM604	Impacts of Tourism	3	1	0	10	5	5	20	80	100	--	100
21BTTM605	Field Trip Report Evaluation and Viva Voce	--	--	--	--	--	--	--	--	100	--	100
<b>7<sup>th</sup>Semester</b>												
21BTTM701	Research in Tourism	3	1	0	10	5	5	20	80	100	--	100
21BTTM702	Event Management	3	1	0	10	5	5	20	80	100	--	100
21BTTM703	Travel Documentation	3	1	0	10	5	5	20	80	100	--	100
21BTTM704	One Day Industrial Visit/Event Visit/Nearby attraction visit	--	--	--	--	--	--	--	--	100	--	100
21BTTM705	International Tourist Destinations	3	1	0	10	5	5	20	80	100	--	100
<b>8<sup>th</sup>Semester On the Job Training</b>												
Paper Code	Subject				Training Report			Viva Voce		Total		
		Internal	External		Internal	External	Internal	External				
21BTTM801	Training Report Evaluation & Viva Voce	--			100			--		100		200
21BTTM802	Project Report Evaluation & Viva Voce	--			100			--		100		200

\* **Internal Assessment** (as per EC resolution no. 25 of 30/11/2011 is as follows):

CT= Class Test, CA=Class Attendance (Less than 65% = 0 marks; upto 70% = 2 marks; upto 75% = 3 marks; upto 80% = 4 marks; & above 80% = 5 marks), A=Assignment& Presentation (better of two), TOT= Total

**BACHELOR OF TOURISM & TRAVEL MANAGEMENT (BTTM)  
MAHARSHI DAYANAND UNIVERSITY ROHTAK**

**Guidelines for Paper Setting/ Exams**

**MODE OF PAPER SETTING:** There will be eight questions in all and candidates will have to attempt six questions. First question will be compulsory and of 20 Marks and shall contain 10 short answer type questions. These questions shall be spread over the whole syllabus. Rest seven questions shall be 12 marks each and will be set unit wise or in such a way that covers whole syllabus, where option of attempting any five among these 7 questions will be given. These questions shall judge both theoretical & applied knowledge of students. Case studies may also be given in the questions.

Sample Question Paper Format The medium of instruction and examinations shall be English/Hindi

**BTTM**

Max Marks – 80

Time Allowed: 3 Hours

Note: Attempt any six questions; Question No -1 is compulsory

- |   |                 |
|---|-----------------|
| 1. Short answer type questions (Compulsory) | (2*10=20 Marks) |
| 2. Question 2                               | (12 - Marks)    |
| 3. Question 3                               | (12 - Marks)    |
| 4. Question 4                               | (12 - Marks)    |
| 5. Question 5                               | (12 - Marks)    |
| 6. Question 6                               | (12 - Marks)    |
| 7. Question 7                               | (12 - Marks)    |
| 8. Question 8                               | (12 - Marks)    |

**FROM THE SESSION 2021 ONWARDS**  
**21BTM 101 – Introduction to Tourism & Travel Management**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

**Learning Objectives**

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of international tourism and various factors which are influencing it
3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

**Learning Outcomes**

After the completion of the course the students will be able to:

1. Describe the history and structure of international travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrangement of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

**Unit I**

Meaning, definition, characteristics and types of Tourism, components of Tourism, tourism as an industry.

**Unit II**

History of Tourism through ages, linkages of tourism with other subjects like History, sociology, geography, management and economics, Economic impacts of tourism

**Unit III**

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations

**Unit IV**

Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism

**Suggested Readings:**

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)

- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood
- Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing
- House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

## 21 BTTM 102 – Geography of Tourism

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning objective

1. To help the students get acquainted with the fundamentals of Geography, climatic regions of world and International Date Line.
2. To enable the students to understand the relationship of geography and Tourism and to make aware the students about various Tourism Models.
3. To provide the students the first hand knowledge about Political and Physical features of World Geography
4. To develop the understanding regarding the Indian Geography including Physical and Political features of Indian Subcontinent and to enlighten them about climatic conditions prevailing in India

### Learning Outcomes:

1. Student will be able to understand fundamentals of Geography, climatic regions of world and International Date Line.
2. To understand the importance and scope of geography in tourism.
3. Get awareness about the Political and Physical features of World Geography
4. Students will be able to acquire the knowledge about Physical and Political features of Indian Geography and to apply the knowledge of climatic conditions prevailing in India in designing tour itineraries.

### Unit I

Fundamentals of geography, climatic regions of the world, study of maps, Latitude, longitude, International Date Line.

### Unit II

Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models.

### Unit III

Political and Physical features of World Geography: America, South America, Europe, Asia, Africa and Australia.

### Unit IV

Indian Geography: Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.

### Suggested Readings:

- Robinson, HA, 'A Geography of Tourism'
- Burton, Rosemary, 'The Geography of Travel & Tourism'
- Boniface B. and Cooper C, 'Geography of Travel and Tourism'
- McDonsals and Evans, 'A geography of Tourism'
- Encyclopedia of World Geography

- India, Lonely Planet Publication
- Travel Information Manual, IATA, Netherland, 2006
- ATLAS
- Blue and Red OAG, IATA, Geneva, 2006
- Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999

## 21 BTTM 103 – Tourism Resources of India-Natural

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

1. To help students get acquainted with the meaning, concept and nature of different types of tourism products and their identification.
2. Students are given knowledge about natural tourism products which are very vital in tourism development since products form the major attractions.
3. To comprehend the vast tourism products of India. It exposes the richness of India ambience-both natural and anthropological in natural.
4. Provides a thorough knowledge about the characteristics of tourist markets, attractions of destinations and the accessibility of the country with a focus on a few selected destination of India.

### Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge and skills to identify tourism products of India.
2. To acquire the skills to assess develop and manage tourism products.
3. To identify and manage emerging tourist destinations.
4. To conceptualize a tour itinerary based on variety of theme

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

The Peninsula: General features of Indian peninsula with their tourism Significance. A case study of Hyderabad, Bangalore, Ooty The coastal plains and islands: General features of coastal regions, their Importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Andaman & Nicobar.

### Suggested Readings:



- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of • India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi

## 21 BTTM 104 – Application of ICT in Tourism

External Marks: 80  
Internal Marks: 20  
External Practical: 50  
Time: 3 Hrs

### Learning Objectives

1. To develop an understanding of computers and its working;
2. To impart the knowledge about software's and internet
3. To understand the applications of computers in Tourism;
4. Providing the practical applications of MS Office, WWW, etc.

### Learning Outcomes

1. Students will be able to understand the meaning and basic components of a computer system, define and distinguish Hardware and Software components of computer system,
2. Students will be able to explain and identify different computing machines during the evolution of computer system, gain knowledge about five generations of computer system,
3. Explain the functions of a computer, identify and discuss the functional units of a computer system,
4. Identify the various input and output units and explain their purposes, understand the role of CPU and its components.

### Unit I

**Introduction to Computers:** Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotel.

### Unit II

**Introduction to Computer Hardware's:** Components of Computers – Hardware: Hardware elements – input, storage, processing & output devices. Block diagram of computer

### Unit III

**Introduction to Computers Software's:** Types of Software, System Software, Application Software, Utility Software's, Use of MS- Office: Basics of MS- Word. MS- Excel and MS Power Point;

### Unit IV

**Introduction to Internet and ICT:** Introduction to Internet and ICT, ICT for achieving competitive edge in tourism Industry, Successful online tourist business models – an overview of Tourism websites – Online tourism services and benefits – IT and its role in tourism, Case studies of IRCTC, Make my trip.com Yatra.com, Tripadvisor.com etc.

### Practical:

To supplement above theoretical inputs.

**Suggested Reading:**

- Leon & Lion, Introduction to Computers, Vikas Publishing House, New Delhi.
- June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
- Robsoon Wendy, Strategic Management and Information Systems, Pitman Publishers.
- Comer 4e, Computer networks and Internet, Pearson Education.
- White, Date Communications & Computer Network, Thomson Learning, Bombay.

## 21 BTTM 105 Foundation Course in Management

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives:

1. To understand the nature and functions of management, evolution of management thinking and recent trends in management thought in Hospitality and Tourism Industry.
2. To make the students understand planning and types of plans, decision making process, MBO and forecasting.
3. To acquaint the students with principles of organizing, delegation and organizational structure and its forms.
4. To make students understand the concept of motivation and its theories, concept of communication, leadership styles and skills and controlling.

### Learning Outcomes:

After the completion of the course students will be able to:

1. Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.
2. Apply the knowledge pertaining to planning, decision making process and forecasting.
3. Acquire knowledge pertaining to organizing, delegation and its benefits and various forms of organizational structure.
4. Apply the knowledge regarding motivating employees, communication with employees and leadership skills and styles.

### Unit 1

Concept and Nature of Management: Concept & Definitions, Features of Management, Management As Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management Thought Approaches To Management (Classical, Behavioural, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends In management Thought.

### Unit 2

Planning – Process and Types, Decision Making Process, Management By Objectives (MBO), Forecasting

### Unit 3

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships

### Unit 4

Motivation – Concept and concept and content theories, Communication – Process, Barriers and types, Leadership – concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling

### Suggested Readings:

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India
- Essential of Management Koontz & Wrihrich Tata McGraw – Hill Publishing Co. Ltd.
- Essentials of Management – Chatterji and by Koontz & O'donnel
- Fundamentals of Management – J.S. Chandran Principles of Mgt.- P.N, Reddy
- Management – Stoner & Freeman
- Management and Organization – M. Louis Allen Management Theory and Practice-Earnest Dale
- Management Stoner, Freeman & Gilbert Prentice Hall of India Pct Ltd
- Management Tasks – Peter F Drucker Management Procc – Davar R
- Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
- Management Today: Principles and Practice – Burton, Jene, Tata McGraw Hill Publishing Co. Ltd

## 21 BTTM 201 – Travel Agency and Tour Operation

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

1. To help students get acquainted with the meaning, concept and significance of travel agency and tour operation business and to enlighten them about the historical growth and development of the business with its linkages.
2. To enable the students to understand the organizational structure of travel agency and tour operators companies and to make aware the students about various career prospects in various departments of a travel agency and tour operator companies.
3. To provide the students the first- hand knowledge to start up their own entrepreneurship in the field of travel and tourism.
4. To develop the understanding regarding the preparation of tour package and itinerary preparation.

### Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of travel and tourism operation and its association with various other fields of tourism.
2. To acquire the skills to professionally fit into the organizational setup of the travel and tourism agencies and how to develop professionally.
3. To develop the competencies to start their own business in the fields of travel and tourism.
4. To apply the knowledge pertaining to role of various associations in promoting travel and tourism business.

### Unit I

Travel Agency- History, growth, definition, types and present status of Travel agency, Organizational structure and working of travel agency, Differentiation between travel agency and tour operation business, Process for approval of travel agency in India

### Unit II

Travel Agents- Definition, types, rights and duties of travel agent, Functions: understanding the function of travel agency, travel Information and counselling of the tourist, itinerary preparation, travel Retailing and operations, preparation of tour packages, source of Income- commission, service charges and mark up on tours

### Unit III

Tour Operators- Types of tour operators, rules for recognition of tour Operators, role of tour operators, Functions- market research and tour Package formulation, assembling, processing and disseminating Information on destinations. Liaison with principles, preparation of Itineraries, tour operations and post tour management. Practical Exercise and basic requirements in setting up a travel agency and tour Operation unit

#### **Unit IV**

Tour Package Management- Concept, nature, features and methods. Types of tours, tour package pricing – Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Itinerary Planning and Their costing and communicating with clients and principles.

#### **Suggested Readings:**

- Holloway, J. c., The Business of Tourism (1983), Mac Donald and Events,
- Plymouth.SyrattGwenda, Manual of Travel Agency Practice,
- Butterworth Heinmann,London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful Travel
- Agency,Delmar Publishers Inc., New York. 1990
- Gee, Chuck and Y. Makens, Professional Travel Agency Management,
- Prentice Hall, Nt.: York, 1990.

## 21 BTTM 202- Haryana: Tourism, Culture & Cuisine

External Marks: 80

Internal Marks: 20

Time:3Hrs

### Learning Objectives:

Upon successful completion of this course, a candidate shall learn

- The history of Haryana, its geography, various administrative divisions and cultural zones, Haryana Tourism & Popular forms of Tourism in Haryana.
- The Cultural Tourism Potential and Various Tourism Resources such as Monuments, Museums, Religious and Pilgrimage Centres.
- Transport & Accommodation Sector in Haryana, the mouthwatering cuisine and delicacies.
- Tourism Policy of Haryana, Educational Institutions offering Hospitality & Tourism Programmes and District wise key attractions of the state.

### Learning Outcomes:

After the completion of the course the students will be able to:

1. Gain the knowledge of History, Geography, Culture and various forms of tourism in Haryana
2. Enhance the understanding on culture and potential of tourism as well as the various resources of tourism available in Haryana.
3. To enhance the knowledge on the various transport and accommodation sector in Haryana
4. To acquire the knowledge and understanding on the Tourism policy of Haryana

### Unit-1

Haryana: Introduction & Overview - Haryana : Geographical & Historical Background of State, Administrative Divisions, Cultural Zones, Prominent Personalities, their relevance & contribution in Tourism. Haryana Tourism & various popular forms of Tourism in Haryana : Highway Tourism, Farm Tourism, Eco Tourism, Pilgrimage Tourism, Golf Tourism, MICE Tourism, Sports Tourism.

### Unit-2

Cultural Tourism Potential in Haryana: The People, Traditional Costumes, Dances, Music, Fairs & Festivals of Haryana (with Special Reference to Surajkund Crafts Mela, Kartik & Geeta Jayanti Samaroh.); Tourism Resources of Haryana: Monuments & Museums, Tourism Resources of Haryana : Religious & Pilgrimage Centres - Religious & Pilgrimage Centres of Haryana. A brief discussion on each of these: Kurukshetra, Pehowa, Jyotisar, Agroha, Pindara, Bheemeshwari Mata Beri, Mansa Devi, Sheetla Mata - Gurugram

### Unit-3

Transportation & Accommodation Sector in Haryana: Highways, Major Railway Routes, Junctions & Stations, Airports, Haryana Tourism Complexes, Other interesting accommodation units. (ITC Grand Bharat Gurugram, Taj Chandigarh, The Oberoi Gurugram); Cuisine of Haryana: traditional foods & culinary delights of Haryana, Some popular foods & eating joints across the districts and Dhabhas on highways.



#### **Unit-4**

Tourism Policy of Haryana, Haryana Pioneer in Tourism & Hospitality Education, Hospitality & Tourism Education in the State. Various Universities, Colleges, Institutes, Industry Integrated Centres offering Tourism & Hospitality Programmes and related information; district wise Key Tourist Attractions and related information.

#### **Suggested Readings:**

- Haryana - The Land & People by DC Verma & Sukhbir Singh, National Book Trust India
- Haryana Travel Guide by Swati Mitra, Haryana Tourism Corporation
- Food of Haryana - The Great Chutneys by Dr. Ashish Dahiya
- Food of Haryana - The Great Desserts by Dr. Ashish Dahiya

#### **E Resources:**

- [www.haryanaturism.gov.in](http://www.haryanaturism.gov.in)
- [www.incredibleindia.org](http://www.incredibleindia.org)
- <https://www.youtube.com/watch?v=FD8skKPyrsA>

## 21 BTTM 203 – Tourism Resources of India- Cultural

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

1. To help students get acquainted with the definitions, concepts and terminologies of culture and its useful relationships with Indian tourism.
2. Students are given knowledge about various Indian Architecture attractions which are very vital in tourism development with special reference to Ajanta, Ellora, Sanchi, Khajuraho, Sun temple of Konark, temple at Thanjavur, TajMahal etc.
3. To provide the students the first- hand knowledge about the Classical Dances and classical Music of India.
4. Provides a thorough knowledge about the Major Fairs and festivals of India and their significance for tourism with special reference to Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival, Surajkund Craft fair, International Trade Fair etc.

### Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge and skills to identify cultural tourism products of India.
2. Students will be able to gain and apply the knowledge of various types of attraction based on Indian architecture.
3. Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.
4. They will be able to explore major fairs and festivals of India and their importance for promoting tourism in India.

### Unit I

**Introduction to Culture:** Culture: Concept and its essential Features, Indian Culture: Fundamentals of Indian Culture; Indian culture through the Ages, Culture and tourism relationship with special reference to India

### Unit II

**Indian Architecture** – I: Buddhist Architecture: Ajanta, Ellora and Sanchi, Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram and Brihadisvara temple at Thanjavur, Medieval Architecture: TajMahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar

### Unit III

**Dances and Music of India:** Classical Dances of India, Classical Music of India

### Unit IV

**Major Fairs and festivals of India and their significance for tourism** Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi,

### **Suggested Readings**

- Introduction to India: Culture and Traditions of India: India Guide Book Kindle Edition by Shalu Sharma
- Indian Culture & Heritage: Indian Culture, Heritage, History, Arts, Architecture & Tourism by AnuragMathur
- Indian Cultural Heritage Perspective For Tourism By L. K. Singh
- Religious Journeys in India: Pilgrims, Tourists, and Travelers edited by Andrea Marion Pinkney, John Whalen-Bridge.
- Tourism Products by Robinet Joseph and Anoop Philip
- Cultural Tourism & Development by RomilaChawla
- Tourism Statistics at a glance 2019, Ministry of Tourism, Government of India

## 21 BTTM 204 – Adventure Tourism-I (Land Based)

External Marks: 80  
Internal Marks: 20  
External Practical: 50  
Time: 3 Hrs

### Learning Objectives

1. To develop the knowledge and understanding on basics of Land Based Adventure Tourism and various types of Land Based Adventure Tourism.
2. To develop the knowledge on basic minimum standards required for Land Based Adventure Tourism along with various Institute providing associated with Land Based Adventure tourism and Challenges of Land Based Adventure Tourism.
3. To develop the knowledge about Impacts of Adventure tourism
4. To develop the knowledge and understanding on Infrastructural requirements, Risk Management and Job Opportunities related to Land Based Adventure Tourism.

### Learning Outcomes

1. The students gain the knowledge about Definition, Scope and Nature of Land Based adventure tourism; popular tourist destinations for land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.).
2. The students gain the knowledge about Basic minimum standards for land based adventure tourism related activities - Land based; Mountaineering, Trekking, Knowledge of Tools and equipments used in land based adventure tourism, IMF rules for mountain expeditions, cancellation of permits and bookings. Land Based Adventure Tourism in India-Facilities offered; issues and considerations. - Land Based Adventure tourism. Organizations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna
3. The students gain the knowledge about Land Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
4. The students will gain knowledge about Land Based adventure tourism-products and infrastructure. Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunity.

### Unit I

Definition, Scope and Nature of Land Based adventure tourism; popular tourist destinations for land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.).

### Unit II

Basic minimum standards for land based adventure tourism related activities - Land based; Mountaineering, Trekking, Knowledge of Tools and equipments used in land based adventure tourism, IMF rules for mountain expeditions, cancellation of permits and bookings. Land Based Adventure Tourism in India-Facilities offered; issues and considerations. Land Based Adventure tourism.Organizations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna

### Unit III

Land Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

#### **Unit IV**

Land Based adventure tourism-products and infrastructure. Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

#### **Practical:**

To supplement above theoretical inputs.

#### **Suggested Readings:**

- India -A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi

## 21 BTTM 205 – Human Resource Management

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives:

1. To help the students understand the concept of HRM , its scope and functions in Hospitality and Tourism Industry with a focus on contemporary issues in HRM
2. To accredit the students with the various functions of HRM like HRP, recruitment, selection, induction, outplacement etc. To make them learn the importance of employee welfare and maintenance.
3. To enable the students understand the various methods of training and executive development and the concept of transfer and promotion.
4. To acquaint the students with the most important functions of HRM like compensation, performance appraisal and various latest methods used for the same.

### Learning Outcomes:

After the completion of the course students will be able to:

1. Understand the role and importance of Human Resource Management in Hospitality and Tourism Industry-. They will also be able to recognize the challenges faced by HRM in Hospitality and Tourism Industry.
2. Gain the knowledge about the selection and recruitment procedure used by companies in Industry and also understand the importance of induction, outplacement and welfare facilities provided by the employer to its employees.
3. Acquire the knowledge regarding training and development methods and importance of transfers and promotion.
4. To apply the knowledge pertaining to compensation and performance appraisal methods in the Industry.

### Unit I

Concept of HRM and HRD; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM

### Unit II

Job, role and competence analysis; human resource planning; recruitment and selection; induction; redundancy, outplacement and dismissal; maintenance and welfare activities – employee health and safety, fatigue and welfare activities

### Unit III

Training and its methods; Executive development and its techniques Career management; transfer and promotion

### Unit IV

Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments, performance appraisal; 360 degree feedback.

**Suggested Readings:**

- Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal Singh
- Principles and Techniques of Personnel Management Human Resource Management – Dr. Jagmohan Negi
- Human Resource Development Practice in Travel and Tourism – S.C. Bagri

## 21 BTTM 206 – Communication Skills in Tourism

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives:

1. To make the students understand the meaning of communication, process and various types of communications used in Tourism Organizations and also the barriers in effective communication.
2. To provide them knowledge regarding different types of written communication like business report, formal letter, business representations etc.
3. To make them understand the concept of dos and don'ts of drafting speech, presentation and extempore and self-introduction.
4. To make them aware about RTI act, its powers and functions, writing an RTI application and all related information regarding RTI.

### Learning Outcomes

At the end of the course the students will be able to

1. Apply the knowledge regarding different types and forms of communication used in tourism industry and how to overcome the barriers in communication.
2. To understand and implement information regarding how to make business reports, formal letters, business representations and the effective use of jargons.
3. To draft speech, presentations, creative writing, self-introduction and extempore.
4. To write and submit RTI application, understand the powers and functions of RTI and the various appeals and penalties in it.

### Unit I

Communication – Types & Process: Introduction, definitions, Process of communication, types of Communication, upward, downward, horizontal, vertical and diagonal, verbal, nonverbal and oral and written Interpersonal communication – one way/ two way, Mediums of communication, Listening, Barriers to Communication

### Unit II

Written Communication: Business report, business representation, formal letter Drafting effective letter, formats, style of writing, Use of jargons

### Unit III

Speeches: Drafting, a speech, presentation, Personal grooming, Paragraphs and creative writing, Extempore, Introducing yourself



## **Unit IV**

Right to Information Act: Introduction, Right to Information and obligations of Public Authorities, Central and State Information commissions- powers and functions, Writing an RTI Application, Submitting and R T I Application, Appeal and penalties

### **Suggested Readings:**

- Bhaskar, W.W.S., AND Prabhu, NS., “English Through Reading”, Publisher: McMillan, 1978
- Business Correspondence and Report Writing” –Sharma, R.C. and Mohan K. Publisher:, Tata McGraw Hill 1994
- Communications in Tourism & Hospitality – Lynn Van Der Wagen, Publisher: Hospitality Press
- Business Communication – K.K. Sinha
- Essentials of Business communication By Marey Ellen Guffey, Publisher: Thompson Press
- How to win Friends and Influence People By Dale Carnegie, Publisher: Pocket Books
- Basic Business Communication By Lesikar & Flatley, Publisher Tata McGraw Hills
- Body Language By Allan Pease, Publisher Sheldon Press
- Business Correspondence and Report Writing”, Sharma, RC. And Mohan, K., Tata McGraw Hill, 1994
- “Model Business Letters”, Gartside, L., Pitam, 1992
- Communications in Tourism & Hospitality, Lynn Van OerWagen, Hospitality Press

## 21 BTTM 301 - Airlines Ticketing

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

1. To acquaint the students about the basic airlines geography, calculation of flight timings and role and significance of various associations related to aviation industry at global and National level.
2. To make the students understand about the historical perspective as well as current status of aviation industry in India, the procedure of e-ticketing and fare calculation.
3. To provide the information about various IATA code, travel documentations and travel formalities.
4. To help students get acquainted with various software like Galelio, Amadeus etc. used for ticketing.

### Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of flying time calculation and structure of aviation industry at national and global level
2. To acquire the skills of e-ticketing and fare calculation.
3. To enhance the competencies of the students in travel documentation and formalities
4. To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus.

### Unit I

Airlines Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time, Aviation Organization: IATA and ICAO

### Unit II

Familiarization with OAG- 3 letters city code and airport code, airline Designated code, minimum connecting time, global indicator, Familiarization with air tariff: currency regulations, NUC conversion Factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention

### Unit III

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Mileage principal, EMA, EMS, One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check ( BHC) Add –ons. General limitations on Indirect Travel, Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

### Unit IV

Airlines Reservation System – CRS- Comparative study of different CRS System

### Suggested Readings:

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH

- Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- JagmohanNegi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC & OAG Guide, TIM Air Tariff

## 21 BTTM 302 – Tourism Organizations and Associations

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of various organisations and their significance in tourism growth.
2. To familiarize the students with the structure and programmes of United Nations World Tourism Organization (UNWTO) and to make aware the students about Programmes and functions like tourism research and tourism initiatives of World Travel and Tourism Council (WTTC)
3. To understand the structure and functions of Pacific Asia Travel Association (PATA) and to enlighten them about International Air Transport Association (IATA) and their areas of activity, working Groups & Committees in the healthy growth of travel agency and tour operations business worldwide.
4. To develop the understanding regarding the significant role, member and publications of Travel Agent Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel & Restaurant Associations of India (FHRAI)

### Learning Outcomes:

After the completion of the course the students will be able to:

1. Gain the Knowledge of the role and functions of State, national and International Organizations in Tourism Growth.
2. To obtain information regarding role of United Nations World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC) in efficiently managing the tourism activities.
3. Get awareness about the activities of Pacific Asia Travel Association (PATA) and International Air Transport Association (IATA) and their importance in tourism growth.
4. Acquire the knowledge how Travel Agent Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel & Restaurant Associations of India (FHRAI) help in travel trade and hospitality business in India.

### Unit I

Tourism Organizations and their significance in tourism growth Role and Functions of State, national and International tourism organizations Major functions of tourism organizations

### Unit II

United Nations World Tourism Organization (UNWTO): History, Objectives, Structure and programmes of UNWTO; World Travel & Tourism Council (WTTC): History; Programmes and functions like tourism research and tourism initiatives, members

### Unit III

Pacific Asia Travel Association (PATA): History, Chapters, Members and Events International Air Transport Association (IATA): History, membership, Areas of Activity, Events, Working Groups & Committees

## **Unit IV**

Travel Agents Association of India (TAAI): History, Charter, Indian Association of Tour Operators (IATO): Agenda, Committees, Programmes, members Federation of Hotel & Restaurant Associations of India (FHRAI): History, Events, membership, publications

### **Suggested URLs**

- <http://unwto.org>
- <http://www.wttc.org>
- <http://www.iata.org>
- <http://www.pata.org>
- <http://www.travelagentsofindia.com>
- <http://www.iato.in>
- <http://www.tourism.gov.in>
- <http://www.incredibleindia.com>
- <http://www.haryanatourism.gov.in>
- <http://www.rtdc.in>

## 21 BTTM 303- Tourism Products of India (Religious)

External Marks: 80

Internal Marks: 20

Time:3 Hrs

### Learning Objective:

1. To help the students get acquainted with the concept, Definition and significance of Religious Tourism and to enlighten them about problem and prospects of religious tourism in India.
2. To enable the students to understand the teachings and philosophy of Hinduism Buddhism and Jainism and to make aware the students about theoretical and methodological aspects of study of religion and tourism.
3. To provide the students the first hand knowledge about basic features and philosophy of Islam and Christianity Religion in India
4. Provide a thorough knowledge about the major religious destination of India which is very vital in Tourism development.

### Learning Outcomes:

1. Students will be able to gain the knowledge of various types of relations between religion and tourism.
2. Get awareness about the Philosophy of major religion in India as well as knowledge of chosen pilgrimage traditions and their interconnection with tourism.
3. Students will have acquired the knowledge of basic feature and geographical extent of major religion in India as well as familiarize them how to study the aspect of religion –tourism nexus.
4. Students will be able to gain and apply the knowledge of various religious destinations in India and their importance for promoting tourism in India.

### Unit-I

Religious Tourism: An Overview, Religious Tourism: Concept, Definition and Significance  
Trends and Pattern in Religious tourism in India Problems and Prospects of Religious Tourism in India

### Unit-II

Major Religions in India – I: Hinduism (Vedic, Bhagvatism and Shaivism streams) basic features.  
Buddhism and Jainism: Their teachings and Philosophy

### Unit III

Major Religions in India – II: Islam and Christianity in India: Basic Features and geographical Extent.  
Sikhism: Basic Features

### Unit-IV

Major Religious Destinations of India: Hinduism: Four Dhams i.e. Badrinath, Rameshwaram, Puri and Dwarka, Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and Tirupati, Buddhism & Jainism : Bodh Gaya, Sarnath, Mount Abu, Palitana Islam, Christianity and Sikhism: Ajmer, Goa and Amritsar.

### Suggested Readings:

‘BTTM–SYLLABUS, IHTM-MDU-Rohtak (2021Onwards)

- AbidHussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi.
- Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co., New Delhi
- Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi
- Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi
- Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols., Oxford University Press, New Delhi

## 21 BTTM 304 Adventure Tourism– II (Air Based)

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

1. To develop the knowledge and understanding on basics of Air Based Adventure Tourism and various types of Air Based Adventure Tourism.
2. To develop the knowledge on basic minimum standards required for Air Based Adventure Tourism along with various Institute providing associated with Air Based Adventure tourism and Challenges of Air Based Adventure Tourism.
3. To develop the knowledge about Impacts of Adventure tourism
4. To develop the knowledge and understanding on Infrastructural requirements, Risk Management and Job Opportunities related to Air Based Adventure Tourism.

### Learning Outcomes

1. The students gain the knowledge about Definition, Scope and Nature of Air Based adventure tourism; popular tourist destinations for Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)
2. The students gain the knowledge about Basic minimum standards for Air based adventure tourism related activities like Parasailing, Paragliding, Bungee Jumping. Tools and Equipments used in Air Based Adventure Tourism, Air Based Adventure Tourism in India-Facilities offered; issues and considerations. Air Based Adventure tourism. Organizations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna
3. The students gain the knowledge about Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
4. The students will gain knowledge about Air Based adventure tourism-products and infrastructure. . Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

### Unit 1

Definition, Scope and Nature of Air Based adventure tourism; popular tourist destinations for Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)

### Unit II

Basic minimum standards for Air based adventure tourism related activities like Parasailing, Paragliding, Bungee Jumping. Tools and Equipments used in Air Based Adventure Tourism, Air Based Adventure Tourism in India-Facilities offered; issues and considerations. Air Based Adventure tourism. Organisations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna



**Unit III**

Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

**Unit IV**

Air Based adventure tourism-products and infrastructure. Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

**Suggested Readings:**

- India -A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi

## 21BTM305: Tour Guiding and Escorting Skills

External Marks- 80

Internal Marks- 20

Time- 3 Hrs

Learning objective:

1. This course has been designed to inculcate among students tour guiding & escorting skills and prepare them to offer best services to tourists- our honoured guests.
2. Identify guide and escort
3. Explain the responsibilities of a guide and an escort
4. Discuss the skills and techniques to be a successful guide

Course outcomes

- 1: Understand the various concepts related to tours and tour guiding, tour guiding as an emerging business and role and importance of hygiene in conducting operations as a tour guide.
- 2: Various techniques used by the tour operators during conduct of the tours and how can he emerge as a leader in the process.
- 3: Understand the social responsibilities and their importance in various tour operations.
- 4: Understand the various procedures to be carried out for conducting successful tour, planning and organising of tours.

### Unit I

The tour Guide- Meaning and importance, early history, public perception, the business of guiding, organizing a guiding business

### Unit II

The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

### Unit III

The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.

### Unit IV

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.

#### Suggested Readings:

- Chowdhary, N.. (2013) Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Rabotic, B. (2010). Professional tourist guiding: The importance of interpretation for tourist experiences. In 20th Biennial International Congress: New Trends in Tourism and Hotel Management, 06-08.
- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. Encyclopedia of Ecotourism, 549-563.

- Branislav, R. (2010). Professional tour guiding: The importance of interpretation for tourist experiences. *Tourism & Hospitality Management*.
- Weiler, B., & Ham, S. H. (2002). Tour guide training: A model for sustainable capacity building in developing countries. *Journal of Sustainable Tourism*, 10(1), 52-69.
- Pond, K. L. (1993). *The professional guide: Dynamics of tour guiding*. New York USA: Van Nostrand Reinhold Company.
- Prakash, M., & Chowdhary, N. (2010). What are we training tour guides for India? *Turizam*, 14(2), 53-65

## **BTTM 401 Transport Services in Tourism**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### **Learning Objectives**

1. To help students get acquainted with the meaning, concept and significance of transportation system in India and to enlighten them about the historical growth and development of the transportation with its linkages.
2. To enable the students to understand the significance of transport for tourism and to make aware the students about various career prospects in different modes of transportation.
3. To provide the students the first- hand knowledge to start up their own entrepreneurship in the field of transport.
4. To develop the understanding regarding the significant role of various modes of transportation for promotion of tourism in India.

### **Learning Outcomes**

After the completion of the course the students will be able to:

1. To understand the importance of transportation in Tourism.
2. To understand the relationship between transport and tourism.
3. To review the various transportation modes and the factors influencing the development and choice determination.
4. To introduce the fundamentals of transportation management. To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

### **Unit-I**

History of different modes of transportation Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

### **Unit-II**

Airlines & tourism: history of airlines' in India. Role of airlines in tourism promotion: recent policies regarding airlines, Problems of airlines business.

### **Unit-III**

Growth and development of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport ..

### **Unit-IV**

Railway & tourism: history & present status of Indian railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway.

### **Suggested Readings:**

- JagmohanNegi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

- [www.indianrailways.gov.in](http://www.indianrailways.gov.in)
- [www.irctc.co.in](http://www.irctc.co.in)
- [www.dorth.gov.in](http://www.dorth.gov.in)
- [www.morth.nic.in](http://www.morth.nic.in)

## 21 BTTM 402 – Tourism Marketing

External Marks; 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives:

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

### Learning Outcomes:

After the completion of the course students will be able to:

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

### Unit I

**Introduction to Marketing:** Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

### Unit II

**Marketing Environment, Consumer Markets and Consumer Buyer Behavior:** Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

### Unit III

**Distribution Channels, Product Pricing and Services Strategy:** Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

### Unit IV

**Public Relations, Sales Promotions and Integrated Marketing Communication:** The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

**Suggested Readings:**

- Services Marketing – Ravishankar
- Services Marketing – ZeitalValerire – A and Mary Jo Baiter Publisher: McGraw Hill
- Service Marketing - Wood ruffe Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V.Verma,Professional Manager’s Library, Global Business Pres
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philop, Kevin Keller, A.Koshy and M.Jha,- Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudeliu, TMH, New Delhi

## 21 BTTM 403 – Medical Tourism

External Marks;80

Internal Marks: 20

Time: 3 Hrs

Learning Objectives:

1. To make the students understand the basic concepts of Medical Tourism
2. To make them analyze the various Regulatory laws and ethical issues related to Medical Tourism.
3. To enable the students regarding the health care therapies.
4. To acquaint them about the Medical Tourism in India.

Learning Outcomes:

After the completion of the course students will be able to:

1. To understand the meaning and scope of Medical Tourism
2. To understand the regulatory laws, ethical issues for Medical Tourism
3. Gain the knowledge about various health care therapies like Homeopathy, Ayurveda etc.
4. Understand the Medical Tourism in India.

### Unit 1

Nature and scope of medical Tourism, Rise of Medical Tourism in Asia, Hospitality industry and Medical Tourism, International healthcare accreditation.

### Unit II

Regulatory laws, Ethical issues for Medical Tourism, Travel formalities, Marketing Medical Tourism

### Unit III

Indian health care therapy and medicine - drug treatments ayurveda, yoga, naturopathy, homoeopathy and spa

### Unit IV

Medical Tourism in India, Major Destinations, Medical Tourism in Multi-Specialty Hospitals in India, Potential impact of Medical Tourism on the health workforce and health systems in India

### Suggested Readings

- Chatak G.R. : Medical Tourism(Codes and Guidelines), Neha Publishers & Distributors, 2010.
- KulkarniSonal: Medical Tourism in India, Neha Publishers & Distributors, 2008.
- Connell John : Medical Tourism, CABI; First edition (May 3, 2011)
- Todd Maria K. : Medical Tourism Facilitator’s Handbook, Productivity Press; 1 edition (12 January 2012)
- Renée-Marie Stephano, Esquire : Medical Tourism “An International Healthcare Guide For Insurers, Employers and Governments”.
- C. Michael Hall : Medical Tourism (The Ethics, Regulation, and Marketing of Health Mobility), Routledge, 21-Aug-2012.



## 21 BTTM 404 - Adventure Tourism -II (Water Based)

External Marks: 80

Internal Marks: 20

Time:3Hrs

### Learning Objectives

1. To develop the knowledge and understanding on basics of Water Based Adventure Tourism and various types of Water Based Adventure Tourism.
2. To develop the knowledge on basic minimum standards required for Water Based Adventure Tourism along with various Institutes providing associated with Water Based Adventure tourism and Challenges of Water Based Adventure Tourism.
3. To develop the knowledge about Impacts of Water based Adventure tourism
4. To develop the knowledge and understanding on Infrastructural requirements, Risk Management and Job Opportunities related to Water Based Adventure Tourism.

### Learning Outcomes

1. The students gain the knowledge about Definition, Scope and Nature of Water Based adventure tourism;
2. The students gain the knowledge about Basic minimum standards for water based adventure tourism related activities like river running, rapids etc.
3. The students gain the knowledge about Water Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism.
4. The students will gain knowledge about Water Based adventure tourism-products and infrastructure.

### Unit 1

Definition, Scope and Nature of Water Based adventure tourism; popular tourist destinations for Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving)

### Unit 2

Basic minimum standards for water based adventure tourism related activities like river running, rapids etc. Knowledge of Tools and equipments used in water based adventure tourism, Water Based Adventure Tourism in India-Facilities offered; issues and considerations. Water Based Adventure tourism. Organisations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna

### Unit 3

Water Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

### Unit 4

Water Based adventure tourism-products and infrastructure. . Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

**Suggested Readings:**

- India -A Travel Survival Kit by Geoff Crowther&Others.Lonely Planet Publication.
- India -A Travellers Companion by PranNath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. SushamaKasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi

## 21 BTTM 405- Disaster Management (As per UGC Guidelines)

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

1. Understand the roles of government agencies in emergency management, Describe the basic types of hazards and their potential consequences.
2. Demonstrate knowledge of effective emergency management organizations (both public
3. Understand how to react effectively to natural, man-made, and technological threats.
4. Study the impacts that government intervention and assistance has on communities; following events that warrant emergency management. Describe the basic concepts of the emergency management cycle (mitigation, preparedness, response, and recovery).

### Learning Outcomes

1. Students will be able develop an understanding of the key concepts, definitions a key perspectives of All
2. Hazards Emergency Management Understand the Emergency/Disaster Management Cycle.
3. Have a basic understanding for the history of Emergency Management
4. Develop a basic under understanding of Prevention, Mitigation, Preparedness, Response and Recovery. Students will be able to develop a basic understanding for the role of public and private partnerships

### Unit I

Introduction to Disasters: Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc. ), Differential impacts- in terms of caste, class, gender, age, location, disability, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change

### Unit II

Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

### Unit III

Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

### Unit IV

Disaster Risk Management in India Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, and Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

**Suggested Reading list:**

- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
- Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008
- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Coppola P Damon, 2007. Introduction to International Disaster Management,
- Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.

## 21 BTTM 406 – Environmental Science

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

1. To develop understanding about Definition, scope and importance of environmental studies
2. This course aims at creating a basic understanding of the role of an individual in conservation of natural resources and equitable use of resources for sustainable lifestyles.
3. To develop the understanding regarding the It will help to know genetic species, ecosystem diversity, climate change, global warming, understanding existence and co-existence of human being.
4. To help students get acquainted with genetic species and ecosystem diversity
5. To enable the students to understand the human population & the environment and understanding existence and co-existence

### Learning Outcomes

After the completion of the course the students will be able to:

1. Critical Thinking: demonstrate critical thinking skills in relation to environmental affairs
2. Communication: demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
3. Interdisciplinary Synthesis: demonstrate an ability to integrate the many disciplines and fields that intersect with environmental concerns.
4. Ecological Literacy: demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
5. Sustainability: demonstrate an integrative approach to environmental issues with a focus on sustainability

### Unit I

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over- exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles

### Unit II

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution

### Unit III

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people,

its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products

#### **Unit IV**

Environmental legislation – Environment Protection Act, Air (prevention and control of pollution) Act, Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act

#### **Suggested Readings:**

- Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
- Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
- Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi.

**5<sup>th</sup> Semester**  
**INTERNSHIP/ INDUSTRIAL EXPOSURE - I**  
**Training Report - 100 Marks; Viva Voce based on Training Report 100 Marks**  
**Project Report - 100 marks, Viva Voce based on Project Report 100 Marks**  
**Total 400 Marks**

**21BTTM501- Training Report**  
**Training Report - 100 Marks; Viva Voce based on Training Report 100 Marks**

**Learning Objectives**

1. To enable students to gain relevant experience working within the tourism & hospitality industry.
2. To enable students to develop and apply their practical and managerial skills in the working environment in tourism industry.
3. To enable students to gather information and experience to both enrich and enhance the learning process, as well as to develop them professionally according to the need of hospitality & tourism industry .
4. To assist in the decision-making process of students in relation to the career direction they wish to pursue.
5. To network and establish useful contacts for future employment/business opportunities.
6. To introduce the students with importance of interpersonal skills to lead/manage first-level employees in any tourism related organization.
7. To explain the basic terms and definitions of cost calculations and apply them to decision-making situations.
8. To enable the students to develop their sales and marketing skills
9. To forecast sales and expenses in a variety of tourism businesses.
10. To create a resume and cover letter that effectively highlights skills sought by potential employers.

**Learning Outcomes**

1. Students will build practical skills that can apply to describe the roles and functions of a leader in the hospitality & tourism industry.
2. Students will understand the roles and functions of various employees working at different levels of a tourism unit.
3. Students will be able to understand the need for career planning, application of production forecasting techniques and procedures in hospitality industry.
4. Students will be able to prepare various tour packages such as packages for domestic destinations, international destinations and packages for Inbound tourists.
5. Develop leadership and management skills through group cooperation.
6. Improve ability to exercise judgment and critically analyze problems during the operation.
7. Apply and improve written, oral, and non-verbal communication skills.
8. To provide the student with a "real life" experience in the tourism & hospitality industry.

9. To provide the students with an experiential learning opportunity at various levels of responsibility

**21BTM 502 PROJECT REPORT**  
**Training Report - 100 marks, Viva Voce based on Project Report 100 Marks**

**Learning Objectives**

The tourism & hospitality industry has long term implications on the economy, society, culture & environment. It is required for the students of tourism management to understand how each and every activity of tourism is related and affected therefore a project work is required to sharpen the research skills, develop a practical understanding of the Hospitality system and attain some field experience etc. The main purposes of Project Report are

1. Learn about various issues and challenges related to hospitality & tourism industry –
2. Learn how to evaluate the potential of various activities related to tourism and hospitality
3. Learn how to improve organizing & managerial skills.
4. Learning the application of research methodology.

**Learning Outcomes**

After doing the project the student shall be able to learn

1. To develop Critical thinking on the various issues and challenges related to hospitality & tourism
2. To develop the future of every activities related to tourism
3. They shall be able to improve their writing skills, managerial skills etc.
4. They shall be able to practically apply the academic knowledge of research methodology

**Duration of internship/ industrial exposure: 20 weeks**

**Leave Formalities:** 1 weekly off and festivals and national holidays given by the unit. 10 days medical leave supported by a medical certificate Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 120 working days (20 weeks x 6 days = 120 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.

Once the student has been selected/ deputed for industrial exposure by the institute, he/she shall not undergo IE elsewhere. In case students make direct arrangements with the hotel for industrial training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek industrial exposure on their own. There will be no interchange of candidates from one hotel/ training unit to other of their own. The training in VI semester *can be with operational training in reputed Tourism Organisations/ Firms/ Hospitality/ Service Units, Airlines, Resorts, and similar industry in accordance with course curriculum so as to enable a candidate sharpen his skills in his functional area of choice in trade & help him in placements. Prior written approval to be taken from the programme coordinator/ convenor/H.O.D for Industrial exposure in both semesters*



### **Academic Credits for training shall be based on following**

Log books and attendance, Approvals, Report and presentation, Others as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a selected panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed.

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

1. Logbook;
2. Appraisals;
3. A copy of the training certificate.
4. IT Report
5. PowerPoint presentation on a CD, based on the training report.
6. Attendance sheet.
7. Leave card

The Training Report will be submitted in the form specified as under:

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

## 21 BTTM 601- Eco Tourism

External Marks: 80

Internal Marks: 20

Time: 3Hrs

### Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of ecotourism and its significance in tourism growth.
2. To familiarize the students and to use the theoretical knowledge to manage ecotourism resources and to make aware the students about ecotourism resources in India such as National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.
3. To understand the Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, and have in-depth knowledge about ecotourism through case-studies.
4. To develop the understanding about Eco Tourism and Development through Community awareness and participation and to comprehend the students regarding environmental, socio-cultural and economic conservation.

### Learning Outcomes:

After the completion of the course the students will be able to:

1. Gain the Knowledge about ecotourism concept, principles and significance.
2. To obtain information regarding various Eco Tourism Resources in India and how to manage ecotourism sites.
3. Get awareness about the Guidelines provided for ecotourism development for government, for developers and operators, for visitors and for host population and be familiar with the model ecotourism projects.
4. Recognize the environmental, socio-cultural and economic conservation through ecotourism and be aware of Community participation in ecotourism.

### Unit I

Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism

### Unit II

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.

### Unit III

National Tourism Policy: Guidelines for ecotourism development for government,for developers and operators, for visitors and for host population, Eco safe practices Case Studies- Bangaram Islands and Kerala

## **Unit IV**

Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation

- **Suggested Readings:**

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

## 21 BTTM 602 Itinerary Planning & Tour Packaging Management

External Marks: 80

Internal Marks: 20

Time:3Hrs

### Learning Objectives

1. To help students get acquainted with the meaning, concept & importance of Itinerary planning
2. To enable the students to understand the concept and design of tour packages
3. To provide the students the first-hand knowledge of tour costing & pricing
4. To develop the understanding regarding operations of Tour Packages

### Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of Itinerary Planning & Development.
2. To acquire the skills to design & develop the package tours.
3. To develop the competencies related to do the costing of various kinds of tour packages.
4. To develop the competencies related to the operational aspects of tour packaging.

### Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

### Unit II

Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Classifications of Tour Packages on the basis of operation, Components of Package Tours, Pre Tour Management, Tour Operation, and Post Tour Management.

### Unit III

Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price, Costing of tour packages of FIT, GIT and Inbound Tours.

### Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel.

### Suggested Readings

1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi, J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday, S, Biwal, A & Joshi, V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie, B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

## 21 BTTM 603 Emerging Trends in Tourism

External Marks: 80

Internal Marks: 20

Time: 3Hrs

### Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of emerging trends and dimensions of tourism in India.
2. To enable the students to understand the concept of rural tourism and its relation with other types of tourism and to enlighten them about the benefits or burden of rural tourism.
3. To provide the students the first-hand knowledge about planning and organizing MICE business and to make aware the students about skills and responsibilities required for a meeting manager.
4. To develop the understanding regarding the significant role of Indian Medical Tourism in country as well as at global level.

### Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of emerging trends of tourism in India.
2. To obtain information regarding the rural tourism and its association with various other form of tourism.
3. Get awareness about the concept of MICE as well as its process of organizing.
4. Acquire the knowledge about the status of medical tourism in India and its relationship with other form of tourism as well as major markets of Indian medical tourism.

### Unit I

Concepts of emerging trends and dimensions, importance of study and Major emerging types of tourism in India.

### Unit II

Rural Tourism- concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden?

### Unit III

MICE- Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

### Unit IV

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism

### Suggested Readings:

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
- Anton Shone & Bryn Parry, 'Successful Event Management', 2002.37

- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York,2002.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, NewYork, 1997.
- Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
- Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

## 21 BTTM 604 Impacts of Tourism

External Marks: 80

Internal Marks: 20

Time:3Hrs

### Learning Objective

1. The aim of the subject is to introduce the research problem and basic concepts of the ecological management in tourism
2. The subject is providing the starting-points on the environmental management concepts
3. To develop the understanding regarding ecological management concepts in the companies operating in the tourism industry
4. To help students get acquainted with genetic species and ecosystem diversity
5. To enable the students to understand that the attention is dedicated to the product concept or ecological management issues from the view point of the companies operating in the tourism industry and not from the destination viewpoint

### Learning Outcomes

1. Students will be able to identify a number of global environmental problems and explain the principles, theories and application of environmental management in the hospitality industry.
2. Students will be able to analyze and evaluate the reasons why environmental management is increasingly important in the hospitality industry. Students will critically assess and evaluate different environmental programmes in EMS.
3. Students will also be able to recognize and analyze the operational constraints and legal obligations surrounding environmental performance in the hospitality industry.
4. Students will be able to interpret environmental theory and critically apply it to a case study project. Students will be able to communicate and react proactively to the stakeholders in the tourism industry in the areas of environmental management.

### Unit I

Understanding Environment, Impacts - Meaning and Types, Global Impacts Economic Impacts: National and, Local, Carrying Capacity,

### Unit II

Social Impact of Tourism Cultural Impact, Artisans and Craft production

### Unit III

Environmental Impacts- Wild life, Islands and Beaches, Hills and Mountains

### Unit IV

Political Impacts- Ethics and Legislation, Sustainable Development- EIA Analysis

### **Suggested Readings:**

- Chandra. R., Recent Trends in World Tourism, Akanksha Publishing House,
- Dharmarajan.S. and R. Seth, Tourism in India-Trends and Issues, HarAnand Publications Pvt. Ltd. New Delhi, First edition.
- Gupta. S., World Tourism in New Millennium, ABD Publishers, Jaipur
- Kamra, K.K and M.Chand, Basics of Tourism-Theory, Operation and Practice, Kanishka Publishers, New Delhi. First Edition. 2006.
- Maken. D. Strategies and Planning in Tourism and Industry, Adhyayan Publishers and Distributors, Delhi, First edition.
- Puri M. and G.Chand, Tourism Management, Pragun Publications, New Delhi. First Edition. 2006.
- Sharma. R.B., World Tourism in 21st Century, Alfa Publications, New Delhi, First edition.
- Chandra.R., Recent Trends in World Tourism, Akanksha Publishing House.



## 21 BTTM 605 Field Trip Report Evaluation & Viva Voce

Evaluation & Viva Voce of Field Tour Report (External): 100

### Course Outcomes

- |     |   |
|-----|---|
| CO1 | It helps students gain firsthand information regarding Destination/Event/Travel Company |
| CO2 | Helps them to see their future place in working world.                                  |
| CO3 | This helps the students to build their own itineraries and do the costing               |
| CO4 | Helps to understand the do's and don'ts of the destination/event                        |

The students will go for a destination in Haryana or Delhi only at their own as per his/her convenience. After visiting the destination the student will submit a detailed report. The submitted report will be evaluated by an external examiner followed by a viva voce examination.

Note: The Field Tour Report should include the following

- Detailed Tour Itinerary
- Brief about the Destination
- Various Attractions of the Destination
- Costing Details
- USP of the Destination
- Learning from the Visit

Following points must be taken into consideration while preparing the report

- All the report should be typed in Times New Roman
- Headings should be at 14 points and Should be Bold
- Main body should be at 12 points
- All the report should be Justified

## 21 BTTM 701 Research Methodology

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

The course seeks to develop the following capabilities:

1. The ability to understand and integrate research methodologies and their appropriateness to particular issues faced by tourism organizations
2. The ability to identify research questions relevant to the tourism industry
3. The ability to critically evaluate research undertaken by others and determine its relevance and value
4. The ability to present research findings in relevant and innovative ways to suit a particular audience

### Learning Outcomes

As a result of undertaking this course, a student should be better able to:

1. Design a research project encapsulating the conceptual and practical aspects of research
2. Refine research design to meet the objectives and purpose of the project
3. Develop research instruments appropriate to research design
4. Write up a formal research report

### Unit-I

**Introduction to research methodology:** Meaning, definition, characteristics and types of research, Methodology of research, formulation of research problem **Research Design:** Meaning, characteristics of research design, steps in research design.

### Unit II

**Sampling Design and Data Collection:** Meaning of sampling, aims in selection of a sample, Types of sample design. Data collection –Meaning, types of data, methods of collecting primary data-observation, interview and questionnaire, Sources of secondary data.

### Unit III

**Processing and Analysis of data:** Editing, Coding, Classification and tabulation, Graphical presentation of Data-Bar-chart, pie-chart and curves Interpretation of Data meaning, methods of data analysis

### Unit IV

**Report Writing:** Meaning, types and steps involved in writing report, layout of the research report, mechanics of writing a research report, challenges of a good writing

### **Suggested Readings**

- *Kumar Ranjit: Research Methodology: A Step by Step Guide for Beginners*, Sage Publication, 2014.
- Kothari C.R.: *Research Methodology*, New Age International, 2011.
- Shajahan S.: *Research Methods for Management*, 2004.
- Mustafa A.: *Research Methodology*, 2010.
- Thanulingom N : *Research Methodology*, Himalaya Publishing
- C. Rajendar Kumar : *Research Methodology* , APH Publishing
- Gupta Hitesh and Gupta S. L.: *Research Methodology*, International Book House, 2011.

## 21 BTTM 702 – Event Management

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

### Learning Objectives

5. To help students get acquainted with the meaning, concept, types and implications of the event management and to enlighten them about the skills required for a good event planner.
6. To enable the students to understand the concept and design of event, elements of events and to make aware the students about event infrastructure and negotiating contract with event organizer.
7. To provide the students the first- hand knowledge about the nature and process of event marketing and promotion
8. To develop the understanding regarding financial management of events and to make aware the students regarding various safety and security consideration or crowd management and evacuation in events.

### Learning Outcomes

After the completion of the course the students will be able to:

5. Gain the knowledge of events and its types and their implications.
6. To acquire the skills to professionally fit into the event planner business and how to develop professionally.
7. To develop the competencies to start their own business in the fields event's organizers and to understand the process of event marketing and promotions.
8. Recognise the requirements of crowd management as well as understand the principles of safety and security consideration.

### Unit I

Events- Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

### Unit II

Concept and Design of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

### Unit III

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

### Unit IV

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

### Suggested Readings:

'BTTM-SYLLABUS, IHTM-MDU-Rohtak (2021Onwards)

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

## 21 BTTM 703- Travel Documentation

External Marks: 80

Internal Marks: 20

Time: 3Hrs

### Learning Objectives

1. To develop the knowledge and understanding about passport
2. To develop the knowledge on foreign currency and its uses and management in tourism industry and various rules and regulations regarding foreign currency
3. To develop the knowledge about VISAS
4. To develop the knowledge about Documents requirements for some destinations

### Learning Outcomes

1. The students gain the knowledge about Passport, requirements, checklists, types, changes, procedure ,atkal scheme And fees, passport act and penalties under section 12 (1)B
2. The students gain the knowledge about Rules and regulations about eligibility, quantum and documentation Required for Travel Out of India Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business Visits Travel Into India Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency
3. The students gain the knowledge about Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, , Refused or Pending Visas, Destination Departure Records.
4. The students will gain knowledge about Tourist visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada

### Unit I

#### Passport

Passport, requirements, checklists, types, changes, procedure, tatkal scheme And fees, passport act and penalties under section 12 (1) B

### Unit II

**Rules and regulations about eligibility, quantum and documentation required for Travel out of India Foreign Exchange Management Act, Basic Travel Quota, and Foreign Exchange for Business Visits Travel into India Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency**

### Unit III

#### Visas

Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, Refused or Pending Visas, Destination Departure Records.

### Unit IV

#### Destinations

Tourist visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada

## **Suggested Readings**

- Websites of UK, USA, Canada and Australia
- Websites of Indian ministries and offices related to foreign exchange

## 21BTTM 704

### One Day Industrial visit/Event visit/Nearby attraction visit

Evaluation & Viva Voce of Field Tour Report (External): 100

#### Course Outcomes

CO5	It helps students gain firsthand information regarding Destination/Event/Travel Company
CO6	Helps them to see their future place in working world.
CO7	This helps the students to build their own itineraries and do the costing
CO8	Helps to understand the do's and don'ts of the destination/event

The students will go for a day excursion as per his/her own convenience to any nearby destination, any event or visit to any travel company. After visiting the destination, event or Travel Company the student will submit a detailed report. The submitted report will be evaluated by an external examiner followed by a viva voce examination.

Note: The Field Tour Report should include the following

- Detailed Tour Itinerary
- Brief about the Destination/Event/Travel Company Visited
- Various Attractions of the Destination/Event/Departments of the Travel Company
- Transportation Details
- Costing Details
- USP of the Destination/Event/Travel Company
- Learning from the Visit

Following points must be taken into consideration while preparing the report

- All the report should be typed in Times New Roman
- Headings should be at 14 points and Should be Bold
- Main body should be at 12 points
- All the report should be Justified



## 21 BTTM 705 - International Tourist Destinations

External Marks: 80

Internal Marks: 20

Time:3Hrs

### Learning Objectives

1. To make the students aware about the various destinations located in Far East
2. To enable students to understand about the various destinations located in Africa and Middle East region
3. To help students get acquainted with knowledge of various destinations located in Europe
4. To provide student the knowledge about the tourist destination located in Americas Region

### Learning Outcomes

After the completion of course the students will be able to.

1. Gain the knowledge about the various destinations located in Far East
2. To understand about various destinations located in Africa and Middle East region
3. To gain the knowledge about various destinations located in Europe.
4. To gain the information about the tourist destination located in Americas Region.

### Unit I

Tourist Attractions of Singapore, Malaysia, Thailand, Australia and China

### Unit II

Tourist Attractions of Dubai, Mauritius, South Africa, Kenya and Tanzania

### Unit III

Tourist Attractions of Switzerland, France, United Kingdom, Germany and Italy

### Unit IV

Tourist Attractions of Eastern Part of USA, Western Part of USA, Canada and Brazil

### Suggested Readings:

1. Chand Mohinder, Kamra K.K : Basics of Tourism
2. Tourism Statistics at a Glance 2008 & 2009 by Ministry of tourism Govt. Of India
3. Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia, New Zealand, UK, France, Switzerland, Germany, Italy, Greece, Austria, USA, CANADA, Brazil, UAE, South Africa, Kenya, Tanzania
4. Various Tourism Board Websites such as.
  - a. <http://www.yoursingapore.com>
  - b. <http://www.tourism.gov.my/>
  - c. <http://www.tourismthailand.org/>
  - d. <http://www.tourismchina.org/>
  - e. <http://www.discoverhongkong.com/login.html>
  - f. <http://www.tourism.australia.com/en-au/>
  - g. <http://www.tourismnewzealand.com/>

- h. <http://www.southafrica.net/sat/content/en/in/home>
- i. <http://www.tourism.go.ke/>
- j. <http://www.dubaitourism.ae/>

**BTTM- 8<sup>TH</sup> Semester  
ON THE JOB TRAINING**

Training Report - 200 Marks  
Project Report - 200 marks  
Total 400 Marks

**21 BTTM 801 Training Report Evaluation & Viva Voce**

**Training Report - 200 Marks;  
100 Marks for Training Report Evaluation**

**100 Marks for Viva Voce Based on Training Report (Jointly by Internal & External)**

**Learning Objectives**

1. To enable students to gain relevant experience working within the tourism & hospitality industry.
2. To enable students to develop and apply their practical and managerial skills in the working environment in tourism industry.
3. To enable students to gather information and experience to both enrich and enhance the learning process, as well as to develop them professionally according to the need of hospitality & tourism industry .
4. To assist in the decision-making process of students in relation to the career direction they wish to pursue.
5. To network and establish useful contacts for future employment/business opportunities.
6. To introduce the students with importance of interpersonal skills to lead/manage first-level employees in any tourism related organization.
7. To explain the basic terms and definitions of cost calculations and apply them to decision-making situations.
8. To enable the students to develop their sales and marketing skills
9. To forecast sales and expenses in a variety of tourism businesses.
10. To create a resume and cover letter that effectively highlights skills sought by potential employers.

**Learning Outcomes**

1. Students will build practical skills that can apply to describe the roles and functions of a leader in the hospitality & tourism industry.
2. Students will understand the roles and functions of various employees working at different levels of a tourism unit.
3. Students will be able to understand the need for career planning, application of production forecasting techniques and procedures in hospitality industry.
4. Students will be able to prepare various tour packages such as packages for domestic destinations, international destinations and packages for Inbound tourists.
5. Develop leadership and management skills through group cooperation.
6. Improve ability to exercise judgment and critically analyze problems during the operation.
7. Apply and improve written, oral, and non-verbal communication skills.

8. To provide the student with a "real life" experience in the tourism & hospitality industry.
9. To provide the students with an experiential learning opportunity at various levels of responsibility

**Duration of Exposure: 20 weeks**

**Leave Formalities:** 1 weekly off and festivals and national holidays given by the hotel. 10 days medical leave supported by a medical certificate. Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 120 working days (20 weeks x 6 days = 120 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.

Once the student has been selected/ deputed for industrial exposure by the institute, he/she shall not undergo IE elsewhere. In case students make direct arrangements with the hotel for industrial training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek industrial exposure on their own. There will be no interchange of candidates from one hotel/ training unit to other of their own. The on the job training in VIII semester *can be with operational training in reputed Travel & Tourism Firms, Fast Food Operations, Airlines, Resorts, and similar industry in accordance with course curriculum so as to enable a candidate sharpen his skills in his functional area of choice in trade & help him in placements. Prior written approval to be taken from the programme coordinator/ convenor/H.O.D for Industrial exposure in all semesters*

**Training Schedule:**

**VIII Semester** *the exposure shall be in one or More Departments based of choice of functional specialization of a candidate & A Project need to be completed at the place of exposure after prior approval from faculty coordinator/ HOD*

**Academic Credits for training shall be based on following**

Log books and attendance, Approvals, Report and presentation, Project, Others as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report on the department of their choice in VIII Semester, on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a selected panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. *(Refer to What to Observe Sheets for more details.)* Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Logbook;

2. Appraisals;
3. A copy of the training certificate.
4. IT Report on the department of his/her choice.
5. PowerPoint presentation on a CD, based on the training report.
6. Attendance sheet.
7. Leave card.
8. Project Report

### **15 BTTM 802 Project Report Evaluation & Viva Voce**

**Project Report - 200 marks,  
100 Marks for Project Report Evaluation  
100 Marks for Viva Voce Based on Project Report (Jointly by Internal & External)**

#### **Learning Objectives**

The tourism & hospitality industry has long term implications on the economy, society, culture & environment. It is required for the students of tourism management to understand how each and every activity of tourism is related and affected therefore a project work is required to sharpen the research skills, develop a practical understanding of the Hospitality system and attain some field experience etc.

The main purposes of Project Report are

1. Learn about various issues and challenges related to hospitality & tourism industry –
2. Learn how to evaluate the potential of various activities related to tourism and hospitality
3. Learn how to improve organizing & managerial skills.
4. Learning the application of research methodology.

#### **Learning Outcomes**

After doing the project the student shall be able to learn

1. To develop Critical thinking on the various issues and challenges related to hospitality & tourism
2. To develop the future of every activities related to tourism
3. They shall be able to improve their writing skills, managerial skills etc.
4. They shall be able to practically apply the academic knowledge of research methodology

### **Project Report**

**Project Report:-** As you know the diverse nature of tourism & hospitality industry & its long-term implications on the economy, society, culture & environment. It is mandatory to do some project work so as to sharpen your research skills, develop a practical understanding of the Hospitality system, attain some field experience etc.

Students are required to prepare a project report on a topic of their choice approved from Faculty from Institute/ Training Manager/Head of that Department (F.O/ F&Bs/ F.P/ A.Op) Computer Typed {Times New Roman} compiled & Hard bound copy (Two print Copies) and One soft copy in C.D.

The Project report should include:-

- The First page should include Name of The Hotel, Project undertaken, your roll Number & Name.
- Certificate by Candidate of genuine work.
- Acknowledgement.
- Certificate of approval.
- Introduction to the topic.
- Problem Definition – Need of the 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

Selecting A Topic:-

Selecting a topic is the first issue. About the only thing you will be sure of should be that do you want to write on a subject that directly relates to Hotels or is associated with tourism. A lot of thinking & creativity is required at planning stage.

The purpose of project for you is to-

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

Sample themes of Research are:-

Accommodation Management-

- “Technology in Hotel Accommodation Services:- A case study of Hotel- ABC.”

Various topics can be selected suggested themes are-

- Surveying of Guest Behavior
- Surveying of Environment Conservation
- Surveying of Negative impacts of System
- Segmentation of Guest staying in unit.
- Profiling of Tourists/ Guests
- Comparative analysis of Tariff Strategies.
- Linkages amongst various constituents of Hospitality industry
- HRD- Policies of Unit/ Chain

- Cost Control in Housekeeping/ Kitchen
- Safety & Security Issues- Case studies

The above mentioned are simply few suggested topics. You are free to select a topic of your choice with due consultation with the faculty member & from Operational Head of that area of the Unit you are undergoing you training.

The Training/ Project Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (i nstead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing. But the References/Bibliography should b e typed in single space.
- d) The paper should be A -4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.