Bachelor in Tourism

Management Programme

(B.T.M. Programme)

Under

Choice based credit system

(CBCS/LOCF)

B.T.M.

(Detail Syllabus)

w.e.f.

session: 2020-2023

**Program Outcomes for the Faculty of Commerce and Management**

On successful completion of a program under Faculty of Commerce and Management, students will be able to develop:

PO1. Soft skills and Working Skills: To comprehend, communicate and execute effectively and efficiently in all of their dealings.

PO2. Leadership: To develop abilities to both lead and respect the views, positions and beliefs of others and to plan and manage effectively

PO3. Innovativeness and Entrepreneurship: To explore issues and problems that needs solutions with entrepreneurial orientation

PO4. Ethics and Values: To recognize, appreciate and follow ethical standards in all walks of life

PO5. Adaptability and Sociability: Ready to understand and adapt the changing environment.

P06. Research and Analytical abilities: To Explore, analyses and provide solutions on emerging issues concerning various fields including public policy.

PO7. Practical exposure and Employability: Exposure to actual working environment leading to employability

PO8. Environmental Consciousness: In every action, dealing, service and manifestation

**Programme Specific Objectives (PSO)**

**of**

 **Bachelor in Tourism Management**

**(B.T.M.)**

* To prepare students with professional and academic inputs to adapt the changing requirements of tourism industry.
* To demonstrate knowledge and skills required to work in different departments of tourism industry.
* Apply the concepts and skills necessary for different job functions and ethics.
* To demonstrate knowledge about the cultural respect of host culture viz. values, traditions and practices as important aspect for the foundation of tourism at any destination.
* Use knowledge of best practices to further sustainability (economic, social and environmental) in Tourism sector.

Bachelor In Tourism Management

(B.T.M.)

Scheme

w.e.f.

Session 2020-2023

**Bachelor in Tourism Management Programme**

**(BTM Programme)**

**under**

**Choice based credit system (CBCS)**

An undergraduate degree in Bachelor in Tourism Management Programme (BTM Programme) under Choice based credit system (CBCS) will be awarded if the student complete **16 Core courses / papers** in the discipline, **3 AECC courses**, **4 SECcourses** and **06 DSE courses / papers.**

**Proposed syllabus Structure of Bachelor in Tourism ManagementProgramme (BTM Programme) under Choice based credit system (CBCS)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Semester | CORE COURSE (CC)@6 CREDITS | Ability Enhancement Compulsory Courses (AECC)@2 CREDITS | Skill Enhancement Courses (SEC) @2 CREDITS | Discipline Specific Elective (DSE) @6 CREDITS |
| 1st | CC-1A(English) | AECC-1Functional English/ Environmental Studies |  |  |
| CC-2A |  |  |  |
| CC-3A |  |  |  |
| CC-4A  |  |  |  |
| 2nd | CC-1B(English) | AECC-2Functional English/ Environmental Studies |  |  |
| CC-2B  | AECC-3Functional Hindi |  |  |
| CC-3B |  |  |  |
| CC-4B  |  |  |  |
| 3rd | CC-1C(English) |  | SEC-1Writing of Tourism FIELD TRIP REPORT & VIVA VOCE |  |
| CC-2C  |  |  |  |
| CC-3C |  |  |  |
| CC-4C  |  |  |  |
| 4th | CC-1D(English) |  | SEC-2Communication Skills and Personality Development / MOOC |  |
| CC-2D  |  |  |  |
| CC-3D |  |  |  |
| CC-4D  |  |  |  |
| 5th |  |  | SEC-3(Writing of Industrial Report) On –the-job training Report & Viva-Voce | DSE-1A |
|  |  |  | DSE-2A |
|  |  |  | DSE-3A |
| 6th |  |  | SEC-4Tourism in Media | DSE-1B |
|  |  |  | DSE-2B |
|  |  |  | DSE-3B |

**Total credit hours forBachelor in Tourism Management Programme (BTM Programme) under Choice based credit system (CBCS)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course** | **Number of courses** | **Contact hrs** | **Credits** |
| Core Course(CC) | **16** |  **5+1****(16x6=96)** | **96** |
| Ability Enhancement compulsory course (AECC) | **3** | **2****(3x2=6)** | **6** |
| Skill Enhancement course (SEC) | **4** | **2****(4x2=8)** | **8** |
| Discipline Specific ElectiveCourse (DSE) | **6** | **5+1****(6x6=36)** | **36** |
| Total | **29** | **146 hrs** | 1. **credits**
 |

\*5 teaching hours

\*1 tutorial

**BTM**

**(Detail Syllabus)**

**w.e.f**

**Session: 2020-2023**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **Course** | **Paper** | **Nomenclature of the paper** | **Credits** | **Internal****Marks** | **External****Marks** | **Total** |
| **1st** |  |  |  |  | **Theory/teaching****hours** | **Tutorial****/practicals** |  |  |  |
|  | AECC-1 |  | Functional English/ Environmental Studies | 2 | 2 |  | 10 | 40 | 50 |
|  | CC-1A |  | English | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-2A | BTM 101 | Introduction to Tourism Business | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-3A | BTM 102 | Geography of Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-4A | BTM 103 | Tourism Product of India (Cultural) | 6 | 5 | 1 | 30 | 120 | 150 |
|  |  |  | **Total** | **26** |  |  |  |  |  |
| **2nd** |  |  |  |  |  |  |  |  |  |
|  | AECC-2 |  | Functional English/Environmental Studies | 2 | 2 |  | 10 | 40 | 50 |
|  | AECC-3 |  | Functional Hindi | 2 | 2 |  | 10 | 40 | 50 |
|  | CC-1B |  | English | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-2B | BTM 201 | Transport and Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-3B | BTM 202 | Tourism Documentation | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-4B | BTM 203 | Haryana Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
|  |  |  | **Total** | **28** |  |  |  |  |  |
| **3rd** |  |  |  |  |  |  |  |  |  |
|  | SEC-1 |  | Writing of Tourism FIELD TRIP REPORT & VIVA VOCE | 2 | 2 |  | 10 | 40(Viva-Voce) | 50 |
|  |  |  |  |  |  |  |  |  |  |
|  | CC-1C |  | English | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-2C | BTM 301 | Hotel Business | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-3C | BTM 302 | Guiding and Escorting skills in Tourism | 6 | 4 |  | 20 | 80 | 100 | 150 |
|  | BTM 303 | Guiding and Escorting skills in Tourism (Practical) |  | 2 |  | 10 | 40(Viva Voce) | 50 |
|  | CC-4C | BTM 304 | Computer Applications in Tourism | 6  | 4 |  | 20 | 80 | 100 | 150 |
|  | BTM 305 | Computer Applications in Tourism (Practical) | 2 |  | 10 | 40(Viva-Voce) | 50 |
|  |  |  | **Total** | **26** |  |  |  |  |  |  |
| **4th** |  |  |  |  |  |  |  |  |  |
|  | SEC-2 |  | Communication Skills and Personality Development / MOOC | 2 | 2 |  | 10 | 40 | 50 |
|  | CC-1D |  | English | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-2D | BTM 401 | Development Agencies (Promoters) in Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-3D | BTM 402 | Tourism Marketing | 6 | 5 | 1 | 30 | 120 | 150 |
|  | CC-4D | BTM 403 | An Introduction to Travel Agency & Tour Operation Business in India | 6 | 5 | 1 | 30 | 120 | 150 |
|  |  |  | **Total** | **26** |  |  |  |  |  |
| **5th** |  |  |  |  | . |  |  |  |  |
|  | SEC-3 |  | (Writing of Industrial Report) On –the-job training Report & Viva-Voce | 2 | 2 |  | 10 | 40(Viva-Voce) | 50 |
| DSE-1A | BTM 501 | International Tourism Destinations – Europe & North America | 6 | 5 | 1 | 30 | 120 | 150 |
| **OR** |
| BTM 502 | Adventure Tourism- Air Based | 6 | 5 | 1 | 30 | 120 | 150 |
| DSE-2A | BTM 503 | Salesmanship in Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
| **OR** |
| BTM 504 | Business Laws in Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
|  | DSE-3A | BTM 505 | Impacts of Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
|  |  | **OR** |
|  |  | BTM 506 | Researching in Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
|  |  |  | **Total** | **20** |  |  |  |  |  |
| **6th** |  |  |  |  |  |  |  |  |  |
|  | SEC-4 |  | Tourism in Media | 2 | 2 |  | 10 | 40 | 50 |
| DSE-1B | BTM 601 | International Tourism – Asia & Australia | 6 | 5 | 1 | 30 | 120 | 150 |
| **OR** |
| BTM 602 | Adventure Tourism – Water & Land Based | 6 | 5 | 1 | 30 | 120 | 150 |
| DSE-2B | BTM 603 | Entrepreneurship in Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
| **OR** |
| BTM 604 | Corporate Laws in Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
| DSE-3B | BTM 605 | Sustainable Tourism | 6 | 5 | 1 | 30 | 120 | 150 |
| **OR** |
| BTM 606 | Project Work | 6 | 5 | 1 | 30 | 120(Seminar) | 150 |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  **Total** | **20** |  |  |  |  |  |

CC- Core, T-Theory, P- Practical, Tu. – Tutorial, C-Credits, AECC - Ability Enhancement Compulsory Course, DSE – Discipline Specific Elective

**Total credits= 26+28+26+26+20+20=146**

**Teaching credits = 22+24+24+22+17+17 = 126**

**Total Marks = 650+700+650+650+500+500 = 3650**

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| **CC-2A BTM-101 INTRODUCTION TO TOURISM BUSINESS****Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: Co 1 : Familiarizing with basic concept and terminology used in TourismCo 2 : Knowledge of various Types of Tourism and Factors of Development of TourismCo 3 : Ability to identify different Components of TourismCo 4 : Knowledge of various Tourism Services and Tourism Chain |  |
| **UNIT- I** | **Basic Concept and Terminology used in Tourism:** * Meaning and Nature of Tourism
* Concept and terminology in Tourism

Tourism; Tourist; Tourism Market; Tourism Resources; Tourism Product; Destination; Recreation; Pleasure and relaxation | **CO 1** |
| **UNIT- II** | **Types of Tourism and Factors of Development of Tourism:*** Types and Characteristics of Tourism
* Motivations in Tourism - Push and Pull factors
 | **CO 2** |
| **UNIT-III** |  **Components of Tourism:*** Transportation: Types and their significance for tourism
* Accommodation: Types and their significance for tourism
* Travel Agencies & Tour Operators: Types and their significance for tourism
 |  **CO 3** |
| **UNIT- IV**  | **Tourism Services and Tourism Chain:*** Tangible and intangible services in tourism sector
* Tangible and Intangible services in Hotel sector
* Tourism Chain: Vertical and Horizontal Integration
 | **CO4** |
| **REFERENCE :*** Christopher J. Holloway- The Business of Tourism Macdonald and Evans.
* A.K. Bhatia- Tourism Development Principles and Practices Sterling Publishers, New Delhi.
* Anand M.M.- Tourism and Hotel Industry in India: Sterling Publishers, New Delhi.
* Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, New Delhi.
* Malra R.-Fundamentals of Tourism, Amiga Press, Delhi

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

|  |
| --- |
| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 |
| Co 2 | 3 | 2 | 2 | 1 | 2 | 3 | 1 | 3 |
| Co 3 | 3 | 2 | 2 | 2 | 1 | 1 | 3 | 1 |
| Co 4 | 3 | 1 | 2 | 1 | 2 | 2 | 3 | 2 |
|  | 3 | 1.50 | 2 | 1.25 | 1.50 | 1.75 | 3 | 1.75 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 3 | 2 | 2 |
| Co 2 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 3 | 3 | 3 | 2 | 2 |
|  | 3 | 3 | 3 | 2 | 2 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

|  |
| --- |
| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 3 | 3 | 2 | 2 |
| Co 2 | 3 | 2 | 2 | 1 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 2 | 2 | 2 | 1 | 1 | 3 | 1 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 3 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 |
|  | 3 | 1.50 | 2 | 1.25 | 1.50 | 1.75 | 3 | 1.75 | 3 | 3 | 3 | 2 | 2 |

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| **CC-3A BTM-102 GEOGRAPHY OF TOURISM** **Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: CO 1: Introducing about physiography of India with special reference to mountain tourism.CO 2 : Knowledge of the central plains and its prospects for tourism developmentCO 3 : Familiarizing with the peninsula and its tourism significance CO 4 : Knowledge about the coastal plains and islands and its tourism importance: |  |
| **UNIT- I** | **General Introduction about Physiography of India with special reference to Mountain Tourism*** India: General Introduction of physiographic units.
* 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.
 | **CO 1** |
| **UNIT- II** | **The Central Plains and its prospects for Tourism Development*** 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.
 | **CO 2** |
| **UNIT-III** |  **The Peninsula and its Tourism Significance*** The Peninsula: General features of Indian peninsula with their tourism significance.
* A case study of Bhopal, Khajuraho, Hyderabad, Banglore, Ooty.
 |  **CO 3** |
| **UNIT- IV**  | **The Coastal Plains and Islands and its Tourism Importance:*** The coastal plains and islands: General features of coastal regions, their importance for religious, cultural & beach tourism.
* A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.
 | **CO4** |
| **REFERENCE :*** Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
* Goh Cheong Long: An Economics Atlas of India, Oxford University.
* National Atlas of India, Govt. of India Publication, Calcutta 1997.
* Atlas of World Oxford Press, New Delhi.
* Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
* Manorama Year Book 2009
* India Year Book 2009, Publication Division. Govt. of India, New Delhi
* Tourism Planner
* Tour Brochures etc.
* Lonely Planet – India
* Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
* Pilgrimage in India, R.N.Pillai
* Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

|  |
| --- |
| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 |
| Co 2 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 |
| Co 3 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 |
| Co 4 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 |
|  | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

|  |
| --- |
| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 2 | 2 | 3 | 2 |
| Co 2 | 3 | 2 | 2 | 3 | 2 |
| Co 3 | 3 | 2 | 2 | 3 | 2 |
| Co 4 | 3 | 2 | 2 | 3 | 2 |
|  | 3 | 2 | 2 | 3 | 2 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| --- |
| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 |
| Co 2 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 |
| Co 3 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 |
| Co 4 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 |
|  | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 |

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| **CC-4A BTM-103 TOURISM PRODUCT OF INDIA (CULTURAL) Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: CO 1: Introducing about concept of culture and its significance for tourism.CO 2 : Knowledge of the Indian Architecture (Buddhist architecture and Hindu architecture) and its tourism significance.CO 3 : Familiarizing with the Indian Architecture (Medieval architecture and Modern architecture) and its tourism importance.CO 4 : Knowledge about the classical dances and music of india. major fairs and festivals of india and their significance for tourism |  |
|  **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 | **CO 1** |
| **UNIT- II** | **Indian Architecture – I**  ●Buddhist Architecture: Ajanta, Ellora and Sanchi●Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore temple of Mamallpuram and Brihadisvara temple at Thanjavur | **CO 2** |
| **UNIT-III** | **Indian Architecture – II** ● Medieval Architecture: TajMahal, Red Fort of Delhi, FatehpurSikri and QutubMinar● Modern Architecture: Gate Way of India, parliament house,New Delhi. Bahai’s Lotus temple in Delhi |  **CO 3** |
| **UNIT- IV**  | **Classical Dances and Music of India. 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. | **CO4** |

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* Aspects of Indian Music, 2006, Publication Division GOI, New Delhi.

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

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| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 |
| Co 2 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 |
| Co 3 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 |
| Co 4 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 |
|  | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 2 | 3 | 3 |
| Co 2 | 3 | 3 | 2 | 3 | 3 |
| Co 3 | 3 | 3 | 2 | 3 | 3 |
| Co 4 | 3 | 3 | 2 | 3 | 3 |
|  | 3 | 3 | 2 | 3 | 3 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| Co 2 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| Co 3 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| Co 4 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
|  | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |

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| **CC-2B BTM-201 TRANSPORT AND TOURISM****Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: CO 1: Introducing about the concept of Transportation sector. CO 2: Understanding about the air transport and water transport.CO 3 : Ability to identify relationship between surface transport and tourismCO 4 : Familiarizing with the relationship between railway and tourism |  |
|  **UNIT- I** | **Introduction to Transportation Sector*** Transportation as important element of tourism industry.
* History of different modes of transportation.
* The physiographic & socio- economic factors affecting development of different modes of transportation with special reference to India.
 | **CO 1** |
| **UNIT- II** | **Air Transport and Water Transport*** Airlines & Tourism, History of Airlines in India. IATA, DGCA: Organizational structures and functions. Air India and Private Airlines. Role of airlines in tourism promotion.
* Water transport- Limitation & scope of water transport in India. Cruise ships. The role of water transport in tourism.
 | **CO 2** |
| **UNIT-III** | **Surface transport & Tourism** * Importance of surface transportation.
* Coaches, Car rental system in India.
* Roads system in India: National and State Highways
 |  **CO 3** |
| **UNIT- IV**  | **Railway & Tourism*** History & present status of Indian railway
* Special trains for tourists: Different packages & facilities given by Railway.
* Problems of Indian Railway.
* Role of Railway in tourism.
 | **CO4** |
| **REFERENCE :*** Aggarwal Surinder: ‘Travel Agency Management’, Communication India, New Delhi
* Hannel Christine, Robert Harshman&Grahan Draper- ‘Travel & Tourism: A world Regional geography, John Wiley & Sons, New York
* Hurst, Elist, ‘Transporation Geography’ McGraw Hill, New York
* Mohinder Chand, Travel Agency Management – An Introductory Text. Anmol Publications, New Delhi. 2006
* OAG, Airlines time table
* OAG, Cruise lines time table
* Indian Railway Time table

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

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| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 3 |
| Co 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 3 |
| Co 3 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 3 |
| Co 4 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 3 |
|  | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 3 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 3 | 1 | 2 |
| Co 2 | 3 | 3 | 3 | 1 | 2 |
| Co 3 | 3 | 3 | 3 | 1 | 2 |
| Co 4 | 3 | 3 | 3 | 1 | 2 |
|  | 3 | 3 | 3 | 1 | 2 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |
| Co 2 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |
| Co 3 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |
| Co 4 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |
|  | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |

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| **CC-3B BTM-202 TOURISM DOCUMENTATION****Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: CO 1: Understanding about Travel Documents required.CO2:familiarizing about the passport. CO 3: Knowledge about tourist VISA.CO 4: Familiarizing with other formalities related to travel. |  |
|  **UNIT- I** | **Travel Documents*** Travel Documents- Introduction- Meaning- Need- Significance
* Travel Formalities- Passport- VISA Insurance- Immunization Certificates- Immigration & Emigration-Custom Regulations.
 | **CO 1** |
| **UNIT- II** | **Passport*** Passport- Definition, Types, Citizenship- NRI-PIO, Dual Citizenship
* Steps in Obtaining Passport- Documents Required to Obtain Passport.
 | **CO 2** |
| **UNIT-III** | **VISA*** Visa- Meaning.
* Types of Visa issued by India.
* Visa on Arrival
* Procedure to follow for obtaining Tourist VISA : Schengen Visa, U.S. Visa, U.K. Visa
 |  **CO 3** |
| **UNIT- IV**  | **Other Formalities*** Travel and baggage insurance,
* Baggage rules
* Currency regulation.
* Foreign regional registration office.
* Health regulations: Vaccination - Yellow fever, Malaria, H.I.V. certificates,
 | **CO4** |
| **REFERENCE :*** Tourist information by Department of tourism, Government of India
* Visa formalities of different countries. (See websites of countries)

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

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| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| Co 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| Co 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| Co 4 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
|  | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 3 | 1 | 2 |
| Co 2 | 3 | 3 | 3 | 1 | 2 |
| Co 3 | 3 | 3 | 3 | 1 | 2 |
| Co 4 | 3 | 3 | 3 | 1 | 2 |
|  | 3 | 3 | 3 | 1 | 2 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 2 |
| Co 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 2 |
| Co 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 2 |
| Co 4 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 2 |
|  | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 2 |

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| **CC-4B BTM-203 HARYANA TOURISM****Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| **COURSE OBJECTIVES:** Co 1 : Understand the geographical and historical importance of Haryana Co 2 : Familiarisation with the culture , religion , music and dances of HaryanaCo 3 : Analyse tourist infrastructure in HaryanaCo 4 : Promote tourism in Haryana |  |
|  **UNIT- I** | **Geographical and historical background of Haryana** ;* Geographical importance of Haryana
* Historical importance of Haryana
* Religious & cultural tourism potential in Haryana

  | **CO 1** |
| **UNIT- II** | **Tourist Resources of Haryana:*** Monuments of touristic significance in Haryana
* Museums in Haryana
* Music, dance, fairs & festivals in Haryana
 | **CO 2** |
| **UNIT-III** | **Tourism Infrastructure in Haryana*** Transportation and accommodation sector in Haryana
* Recreational and entertainment facilities at the tourism complexes/resorts in Haryana
* Haryana Tourism Policy -
 | **CO 3** |
| **UNIT- IV**  | **Tourism Trends in Haryana:*** Major types of tourism in Haryana
* Major tourist destinations of Haryana
* Highway tourism in Haryana
 | **CO4** |
|  **References :**Archaeological survey of India Monuments and sites in Haryana (India travelblog.com) Best tourist places in HaryanaK.C. Yadav History of Haryana Manju Sharma diamond books Mera Haryana S C Mittal Haryana a historical perspective Swati Mitra Haryana travel guide Eicher goodearth pvt. Ltd.Vinay kumar, An archaeological history of Haryana Kaveri books Haryana tourism policy Haryana Tourism Official Website. Available from: http://www.haryanatourism.com**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

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| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 |
| Co 2 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 |
| Co 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 |
| Co 4 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 |
|  | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 3 | 2 | 2 |
| Co 2 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 3 | 3 | 3 | 2 | 2 |
|  | 3 | 3 | 3 | 2 | 2 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 2 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
|  | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |

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| **CC-2C BTM-301 HOTEL BUSINESS** **Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: CO 1 : Introducing about the concept of hotelCO 2 : Enabling to identify major hotel chains in IndiaCO 3 : Knowledge about major departments of hotelsCO 4 : Familiarizing with the various forms of ownership of hotels |  |
|  **UNIT- I** | **Introduction to Hotel*** Relationship between Tourism and Hotel.
* Tourism Accommodation: Types of Tourist Accommodation.
* Categorization of accommodation sector: Basis and Features.
* Role of government in developing hotel Industry.
* Challenges in hotel industry
* Future of hotel industry in India.
 | **CO 1** |
| **UNIT- II** | **Major Hotel Chains in India*** Growth and development of Hotel Industry.
* Case Study of major hotel chains in India :
* The Taj Hotels
* The Oberoi Hotels
* The ITC Hotels
 | **CO 2** |
| **UNIT-III** | **Major Department of Hotels*** Major departments of hotels:
* Front Office Department
* Housekeeping Department
* Food & Beverage (Service & Production) Department
* Engineering & Maintenance Department
* Human Resource Department
* Sales & Marketing Department
 |  **CO 3** |
| **UNIT- IV**  | * forms of hotel ownership:
* Sole – Proprietorship
* Partnership
* Joint stock companies
* Referral Organizations
* hotel chain
* Lease Agreements
* Management contracts
* Franchise Organizations.
 | **CO4** |
| **REFERENCE :*** Negi, Jagmohan: Hotels for Tourism Development (2nd Edition); Metropolitan, New Delhi, 2000.
* Gee, Chuck Y.: International Hotel Management. Educational Institute, America, 1998
* Kaul, R.N.: Dynamics of Tourism: a trilogy. Vol. 2: Accommodation. Sterling Publishers Pvt.Ltd. New Delhi,2001.
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* John R. Walker : Introduction to Hospitality
* Tiwari, J. R. : Hotel Front Office: Operation and Management, Oxford University Press

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

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| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 3 |
| Co 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 |
| Co 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| Co 4 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
|  | 2.50 | 2.50 | 2.75 | 1.75 | 2 | 2.25 | 2.75 | 3 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 3 | 2 | 2 |
| Co 2 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 3 | 3 | 3 | 2 | 2 |
|  | 3 | 3 | 3 | 2 | 2 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
|  | 2.50 | 2.50 | 2.75 | 1.75 | 2 | 2.25 | 2.75 | 3 | 3 | 3 | 3 | 2 | 2 |

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| **CC-3C BTM-302 GUIDING AND ESCORTING SKILLS IN TOURISM****Credits – 04** **External Marks - 80** **Internal Marks - 20****Total marks – 100**  |
| COURSE OBJECTIVES: CO 1 :familiarizing with the basic requirements of an Escort or a GuideCO 2: Practicing about effective communication skills.CO 3: Knowledge about various tour arrangements.CO 4 : Enabling to identify various roles and responsibilities of Escort or Guide. |  |
|  **UNIT- I** | **Basic Requirements of an Escort or a Guide*** Personal grooming, smartness, proper dress sense, hygiene, pleasing personality, hard working.
* Etiquettes- how to welcome a visitor, the traditional style of welcoming in north India.
* Knowledge of geography, history, art & culture of the place, latest information about frontier formalities, e.g. passport, VISA, foreign exchange etc.
 | **CO 1** |
| **UNIT- II** | **Communication Skills*** Principles of communications, Verbal and non-verbal, personal and organizational, effective communications, communication gaps and barriers.
* Audio- visual aids.
* Body language
 | **CO 2** |
| **UNIT-III** | **Pre Tour Preparation** * Pre tour research about place, monuments and itinerary,
* Timings of flights& railways.
* Bus and cars arrangement at hotels, airports and railway stations.
* Reconfirmation of ground arrangement: Group arrival and departure, welcome at airports/ railway station or hotels.
 |  **CO 3** |
| **UNIT- IV**  | **Role and responsibility of Escort or guide** * Responsibilities: Ethics, helpful attitude. Knowledge of tourism related laws and acts such as passport act, foreigners act, currency regulations, Immigration checks etc.
 | **CO4** |

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| **REFERENCE :*** Negi, Jagmohan (2007 ) Tour Guide & Tour Operations: Planning & Organizing, Kanishka Publishers
* Tourist information by Department of tourism, Government of India.
* Visa formalities of different countries. (See websites of countries).
* Asher Mark (1999). *Body Language*, Carlton Books Limited.
* Barker Alan (2007). *Improve Your Communication Skills*, Kogan Page, New Delhi.
* Chaturvedi, P. C. and Chaturvedi, M.(2005). *Business Communication*, Pearson Education.
* Colman. J. C. (1988). *Abnormal Psychology & Modern Life*, Scott Foresman& Company.
* Covey Stephen R. (1990). *The Seven Habits of Highly Effective People*, NY: Fireside/ Simon & Schuster.

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| CC-3C BTM-303 GUIDING AND ESCORTING SKILLS (PRACTICAL)**Credits – 02** **External Marks - 40** **Internal Marks -10** **Total marks – 50** |
| * Personal Grooming.
* Etiquettes.
* Effective communication skills.
* Body Language
* Tour arrangements
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**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

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| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| Co 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 |
| Co 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| Co 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
|  | 3 | 3 | 2 | 2.75 | 2.75 | 2.50 | 2.75 | 3 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 3 | 3 | 3 |
| Co 2 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 3 | 3 | 3 | 3 | 3 |
|  | 3 | 3 | 3 | 2.50 | 2.50 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| --- |
| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| Co 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
|  | 3 | 3 | 2 | 2.75 | 2.75 | 2.50 | 2.75 | 3 | 3 | 3 | 3 | 2.50 | 2.50 |

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| **CC-4C BTM-304 COMPUTER APPLICATIONS IN TOURISM****Credits – 04** **External Marks - 80** **Internal Marks - 20****Total marks – 100**  |
| COURSE OBJECTIVES: CO 1 : Familiarizing with the computer fundamentals and office operationsCO 2: Knowledge about ICT and Tourism.CO 3: Acquainting with the concept E-CommerceCO 4 : Enabling to identify automation and reservation. |  |
|  **UNIT- I** | **Computer Fundamentals and Office Operations*** Components and Units of a computer system
* Characteristics, Features and Uses of computers
* Data entry devices
* Data output devices
* Storage devices.
* Introduction to Windows
* Basics of MS Office and Uses in Travel Agency
 | **CO 1** |
| **UNIT- II** | **ICT and Tourism*** Introduction to Information and communication Technologies (ICT)
* Meaning, Role and Importance of ICT in Tourism sector
* Future of ICT in Tourism Industry.
* Web Portal and Websites Definition,
 | **CO 2** |
| **UNIT-III** | **E-Commerce*** E-Commerce: Meaning, Definition, Features , Functions of E-Commerce, Limitations of E-Commerce
* Introduction to E-Tourism, Meaning and Definition
* Case study of online Travel Agencies Selling E-Tourism: Yatra.com and Makemytrip.com.
 |  **CO 3** |
| **UNIT- IV**  | **Automation and Reservation*** Introduction to Internet; Its uses and applications of Internet in Tourism and Searching on internet using various search engines.
* Introduction to CRS; Need and history of CRS systems,
* Benefits and importance of the CRS system to the Travel trade.
 | **CO4** |

**REFERENCE:**

* V. Ragaraman, Fundamental of computers, PHI, New Delhi
* P.K. Sinha, Fundamentals of Computers
* D.Buhalis, E-Tourism: Information Technology for strategic Tourism Management, Pearson Education Ltd, Essex, UK
* C.S.V Murthy, E-Commerce Concepts, Models and Strategies, Himalaya Publications
* Mathew Rergnolds, E-Commerce, Worx Publications
* K. Bajaj and D. Nagm, E-Commerce: The Cutting Edge of the Business, Tata McGraw Hill
* S. Bansundra, Computers Today
* V. Raja Raman, Introduction to Computer Science
* Leon Alexis and Mathews Leon, Fundamentals of Information Technology, Vikas Publishing House Pvt. Ltd, New Delhi
* Leon Alexis and Mathews Leon, Internet for everyone, Vikas Publishing House Pvt. Ltd, New Delhi
* V.P. Jaggi and S. Jain, Computers for Everyone, Academic India Publishers, New Delhi
* S. Saxena, MS Office 2000 for everyone, Vikas Publishing House Pvt. Ltd, New Delhi
* S. Shajahan and R. Priyadharshini, Management Information Systems, New Age International Publishers, New Delhi
* S.C. Bhatnagar and K.V. Ramani, Computers and Information Management: A premier for Practicing Managers, PHI, New Delhi

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| CC-3C BTM-304 COMPUTER APPLICATIONS IN TOURISM (PRACTICAL)**Credits – 02** **External Marks - 10** **Internal Marks - 40****Total marks – 50** |
| * Windows 10
* Fundamentals of MS Office
* MS Word
* MS Excel
* MS Power Point
* Booking on Online Travel Portals
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| **MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

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| --- |
| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 3 | 1 | 2 | 1 | 1 | 2 | 3 | 1 |
| Co 2 | 3 | 1 | 1 | 1 | 3 | 2 | 2 | 1 |
| Co 3 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 |
| Co 4 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 |
|  | 3 | 1.50 | 1.75 | 1 | 2 | 2.50 | 2.75 | 2 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| --- |
| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 3 | 2 | 2 |
| Co 2 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 3 | 3 | 2 | 3 |
| Co 4 | 3 | 3 | 3 | 2 | 3 |
|  | 3 | 3 | 3 | 2 | 2.50 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| --- |
| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 1 | 2 | 1 | 1 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 2 |
| Co 2 | 3 | 1 | 1 | 1 | 3 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Co 4 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
|  | 3 | 1.50 | 1.75 | 1 | 2 | 2.50 | 2.75 | 2 | 3 | 3 | 3 | 2 | 2.50 |

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| **CC-2D BTM-401 DEVELOPMENT AGENCIES (PROMOTERS IN TOURISM)****Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: CO 1: Familiarizing about the role of government in tourism growthco 2 : Knowledge about the role of different tourism agencies in tourism growthco 3 : Ability to identify role of state government agencies in tourism growthco 4 : Knowledge about role of tourism organisations in tourism growth |  |
|  **UNIT- I** | **Role of Government in Tourism Growth*** Ministry of Tourism, Government of India :Organization, Role and Functions
* Role of Government in tourism Regulation and Management
 | **CO 1** |
| **UNIT- II** | **Role of Different Tourism Agencies in Tourism Growth*** India Tourism Development Corporation (ITDC): organization, role and functions: Divisions of ITDC
* Role of Tourism Finance Corporation of India in tourism growth
 | **CO 2** |
| **UNIT-III** | **Role of State Government Agencies in Tourism Growth*** State Tourism Development Corporations and their organization and role in tourism development and promotion with special reference to:
* Haryana Tourism Corporation
* Rajasthan Tourism Development Corporation
* Kerala Tourism Development Corporation
* Goa Tourism Development Corporation
 |  **CO 3** |
| **UNIT- IV**  | **Role of Tourism Organisations in Tourism Growth*** UNWTO : Organisation Structure, Roles and Functions
* IATA: Organisation Structure, Roles and Functions
* WTTC: Organisation Structure, Roles and Functions
* IATO: Organisation Structure, Roles and Functions
 | **CO4** |
| **REFERENCE :*** Amitabh Kant Branding India: An Incredible Story; 2009, Harper Collins (India), Delhi
* [www.tourism.gov.in](http://www.tourism.gov.in)
* [www.haryanatourism.gov.in](http://www.haryanatourism.gov.in)
* [www.tourism.rajastahn.gov.in](http://www.tourism.rajastahn.gov.in)
* [www.keralatourism.gov.in](http://www.keralatourism.gov.in)
* [www.goatourism.gov.in](http://www.goatourism.gov.in)
* [www.unwto.org](http://www.unwto.org)
* [www.iata.org](http://www.iata.org)
* [www.wttc.org](http://www.wttc.org)
* [www.iato.in](http://www.iato.in)
* [www.itdc.co.in](http://www.itdc.co.in)
* [www.tfciltd.com](http://www.tfciltd.com)

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

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| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 |
| Co 2 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 |
| Co 3 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 |
| Co 4 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 |
|  | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| --- |
| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 2 | 2 | 1 | 2 |
| Co 2 | 3 | 2 | 2 | 1 | 2 |
| Co 3 | 3 | 2 | 2 | 1 | 2 |
| Co 4 | 3 | 2 | 2 | 1 | 2 |
|  | 3 | 2 | 2 | 1 | 2 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| --- |
| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |
| Co 2 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |
| Co 3 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |
| Co 4 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |
|  | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 |

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| **CC-3D BTM-402 TOURISM MARKETING****Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: CO 1: Introducing about the concept of tourism marketingco 2 : Enabling to identify different challenges of tourism marketingco 3 : Knowledge about tourism marketing environmentco 4 : Familiarizing with tourism pricing and promotion  |  |
|  **UNIT- I** | **Introduction to Tourism Marketing*** Tourism Marketing: Nature, Process and Growth.
* Services and their Marketing
* Tourism Marketing and Development: Socially Responsible Marketing, Social Marketing, Participants in Socially Responsible Marketing and their Roles.
 | **CO 1** |
| **UNIT- II** | **Challenges of Tourism Marketing*** Nature and Characteristics of Tourism Offers: Tangibility and Intangibility, Non-perishability and Perishability, Homogeneity and Heterogeneity, Separability and Inseparability, Ownership and Non-ownership.
* Issues and Challenges in Tourism Marketing
* Marketing Strategies to overcome limitations of Tourism
 | **CO 2** |
| **UNIT-III** | **Tourism Marketing Environment*** Concept of Marketing Mix
* Developing Marketing Mix
* Tourism Markets : Types of Tourism Markets
* Tourist Behavior: Tourist Buying Process, Factors Influencing Tourists’ Buying Process, Tourism Product and Distribution- Concept of Tourism Product Tourism as a packaged Product
* Destination as a Product
* New Product Development
* Product Life Cycle
 |  **CO 3** |
| **UNIT- IV**  | **Tourism Pricing and Promotion** * Tourism Pricing and Promotion : Concept, Importance and Process of Pricing, Factors influencing Tourism Pricing, Methods of Price Fixation, Pricing Strategies, Price Fixation.
* Tourism Promotion and Communication: Objectives of Promotion, Promotion Mix, Factors affecting Promotion Mix, Components of Promotion Mix
* Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema
 | **CO4** |
| **REFERENCE :*** Burkart, A.J., Medlik, S.(1981). *Tourism, Past, Present and Future*, Heinemann, London.
* Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). *Tourism Principles and Practice*, Pitman Publishing London.
* Christopher Lovelock and JochenWirtz.( 2004), *Services Marketing-People, Technology, Strategy*, Pearson Education, India.
* Holloway, J.C., Plant, R.V. (1988). *Marketing for Tourism*, Pitman, London.
* Kotler, Philip, Bowen John, Makens James (2004). *Marketing for Hospitality and Tourism*, Pearson Education, India.
* Kotler Phlip (1995). *Marketing Management-Analysis ,Planning, Implementation and Control,* Prentice Hall of India.
* Kotler Philip (2003). *Marketing Insights from A to Z: 80 concepts every manager needs to know*. John Wiley and sons, USA.
* Kotler Philip and Armstrong Gary (1991). *Principles of Marketing*, Prentice Hall of India.
* Majaro, Simon (1995). *The Essence of Marketing*, Prentice Hall of India.
* Middleton, V.T.C.(1988). *Marketing in Travel and Tourism*, Heinemann, Oxford.
* Schiffman G. Leon, KanukLazer Leslie (1992). *Consumer Behaviour*, Prentice Hall of India.
* Witt F Stephen, MoutinhoLuiz (1989). *Tourism Marketing and Management Handbook*, Prentice Hall International UK.
* Zeithaml, V.A. &Bitner, M.J.(1996).*Services Marketing: Integrating Customer Focus Across theFirm,*US:McCraw-Hill Higher Education.

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

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| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 |
| Co 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 |
| Co 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 |
| Co 4 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 3 |
|  | 2 | 2 | 2 | 2 | 1.75 | 2.75 | 2 | 2.75 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| --- |
| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 2 | 2 | 1 | 2 |
| Co 2 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 2 | 3 | 2 | 2 |
| Co 4 | 2 | 3 | 1 | 1 | 3 |
|  | 1.75 | 2.50 | 2.25 | 1.50 | 2.25 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| --- |
| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 2 |
| Co 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 |
| Co 4 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 1 | 1 | 3 |
|  | 2 | 2 | 2 | 2 | 1.75 | 2.75 | 2 | 2.75 | 1.75 | 2.50 | 2.25 | 1.50 | 2.25 |

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| **CC-4D BTM-403AN INTRODUCTION TO TRAVEL AGENCY & TOUR OPERATIONS BUSINESS IN INDIA** **Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: CO 1: Introducing about the concept of travel agency and tour operationCO 2 : Enabling to identify functions and linkages in travel agencies and tour operatorsCO 3 :Knowledge about significance of travel agency and procedure to follow for government approvalCO 4 : Familiarizing with the tour packaging |  |
|  **UNIT- I** | **Introduction to Travel Agency and Tour Operation*** Travel Agency and Tour Operations: meaning, definition, types, significance and growth over the years.
 | **CO 1** |
| **UNIT- II** | **Functions and Linkages in Travel Agencies and Tour Operators*** Functions of Travel Agencies and tour operators.
* Linkages and integrations in tour operation business.
 | **CO 2** |
| **UNIT-III** | **Significance of Travel agency and Procedure to follow for Government Approval*** Travel Agency: Organization Structure and significance in tourism growth
* Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.
 |  **CO 3** |
| **UNIT- IV**  | **Tour Packaging*** Tour Packaging – Concept, meaning, types.
* Case Study:
* Railways tour packages
* Golden Triangle Tour Package
* Char Dham Tour Package
* Buddhist Tour Packages
 | **CO4** |
| **REFERENCE :*** Foster, D., the Business of Travel Agency, Pitman, 1990.
* Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
* Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).
* Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006
* IATA, IATO, TAAI manual./
* Jag Mohan, Negi, Travel Agency and tour operation, Kanishka Publication New Delhi, 1990.

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**

|  |
| --- |
| **Mapping: CO-PO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 |
| Co 1 | 3 | 2 | 3 | 1 | 1 | 1 | 3 | 3 |
| Co 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 |
| Co 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| Co 4 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
|  | 3 | 2.25 | 3 | 2.25 | 2 | 2.75 | 3 | 3 |

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PSO** |
|  | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 3 | 3 | 1 | 2 |
| Co 2 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 3 | 3 | 3 | 3 | 3 |
|  | 3 | 3 | 3 | 2 | 2.75 |

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE**

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| **Mapping: CO-PO-PSO** |
|  | PO 1 | PO 2 | PO 3  | PO 4 | PO 5 | PO6 | PO7 | PO8 | PSO1  | PSO2 | PSO3 | PSO 4 | PSO 5 |
| Co 1 | 3 | 2 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 1 | 2 |
| Co 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| Co 4 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
|  | 3 | 2.25 | 3 | 2.25 | 2 | 2.75 | 3 | 3 | 3 | 3 | 3 | 2 | 2.75 |

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**SEC--3** (Writing of Industrial Report) On –the-job training Report & Viva-Voce

**Credits – 2**

**Viva voce - 40**

**Internal Marks - 10**

 **Total marks – 50**

**Course Objective**:

To give practical exposure to students at the places of tourist attractions to enable the student to record his/her experience and observation along with suggestions and conclusions regarding the destination/s visited from

 The students are to undergo a Field Study Tour to gain practical knowledge of tourist resources of India **comprising cultural and natural places** to analyze the existing infrastructure and amenities and to see what problems a tourist faces at the destination and **interacting with vendors of service providers and local community members** and to further examine future prospects for tourism promotion ,as a student and as a tourist to suggest measures . After the completion of the study tour each student is required to submit Field Study Tour Report for evaluation . The viva-voce will be conducted by a panel of external and internal examiners through viva voce. The external examiner shall be appointed by the university.

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| **DSE -1B BTM 601 International Tourism Destinations -****Asia &Australia****Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: Co 1 : To understand the nature of international tourism in UNWTO Regions.Co 2 : To familiarize the students with the tourism destinations of Asia.Co 3 : To familiarize the students with the tourism destinations of Australia.Co 4 : To study the role and functions of International tourism organizations |  |
| **UNIT- I** | **International Travel and UNWTO Regions** * International Tourism meaning, definition & types.
* Domestic vs. international tourism,
* Region wise distribution of tourist arrivals & tourism receipts,
* Leading tourist Generating regions of world.
 |
| **UNIT- II** | **Asia Tourist Destinations*** Tourism Destinations in Asia:Major Tourism Places of Interest in Singapore, Thailand, Malaysiya.China & India.
 |
| **UNIT-III** | **Australia Tourist Destinations*** Tourism Destinations in Australia:Major Tourism Places of Interest in Sydney, Melbourne, Gold Coast, Perth & Queensland.
 |
| **UNIT- IV**  | **The Role of the Government and international Tourism Bodies** * International Tourism Institutions and organizations, and their role in promoting International movement-
* PATA , TAAI, IATO, FHRAI
 |

**REFERENCE :**

**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

3. India

4. Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia.

5. 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/

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| **DSE- 1A BTM 502 ADVENTURE TOURISM (AIR BASED)****Credits – 5+1** **External Marks - 120****Internal Marks - 30****Total marks – 150**  |
|  COURSE OBJECTIVES: **1.** To Familiarize with Concept, History, Nature & Scope of Adventure Tourism.**2**. To explain minimum requirements for Air based Adventure Tourism**3** To Introduce various Air Based Adventure Activities.**4.**  To Discuss about Air Based Adventure Organisations and Impacts |
| **UNIT- I** |  **Introduction to Adventure Tourism** * Adventure Tourism: Meaning, Definition and Concept of adventure tourism Historical Background of Adventure Tourism, Nature and scope of Adventure tourism in India.
* Geographical diversities for adventure tourism in India.
* Classification of Adventure tourism, various forms and types of Adventure Tourism**.**
 |
| **UNIT- II** | **Basic Standards & Requirements For Air Based Adventure Tourism*** Basic minimum standard for air based adventure tourism related activities like parasailing, paragliding, Bungee Jumping,
* Tools & Equipments used in Air based Adventure Tourism, Air Based Adventure Tourism in India- Facilities Offered, Issues and considerations.
 |
| **UNIT-III** |  **Various Air Based Adventure Activities*** Air Based Adventurous Activities-- Ballooning, Hang gliding, Paragliding, Parasailing, Skydiving, Hang gliding & Paragliding:
* Equipment-- Parasailing: Equipment, Clothing & Techniques, Sky diving: Equipment, Clothing & Techniques for each & every activity
 |
| **UNIT- IV**  | **Impact of Air Based Adventure Tourism*** Air Based adventure tourism Organisations & training Institutes in India,
* Impacts of Adventure Tourism-Socio- cultural, economic & environmental. Issues from the perspective of different stakeholders (Government, Local people, Tourists & Tourism Businesses)
 |

**REFERENCE :**

1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development. Routledge

2. Satyendra Malik. Adventure Tourism.

 3. Hall, CM and Page, SJ. The Geography of Tourism and Recreation. Routledge.

 4. Dixit, M. Tourism Products. Royal Publishers.

5. Weare G, Trekking in the Indian Himalayas, Lonely Planet Pub,Hong Kong,

 Hand book of National Parks, Wildlife Sanctuaries.

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| **DSE -2A BTM 503 Salesmanship in tourism****Credits – 5+1****External Marks - 120****Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: 1 To understand the concept of sales management and theories of selling2 To have knowledge of sales forecasting, sales planning and sales organisation 3 To have awareness about recruitment selection and sales quota 4 To apprise about the ethical issues and role of I T in sales management |
| **UNIT- I** |  **Sales Management:** * Concept, Objectives and Functions;
* Personal Selling Concept & Importance, Personal Selling process;
* Theories of selling.
* Sales Management challenges in tourism.
 |
| **UNIT- II** |  **Sales Planning:** * Importance, Approaches and Process of Sales Planning;
* Sales Forecasting; Sales Budgeting, Sales Organization: Purpose,
* Principles and Process of setting up a Sales Organization; Sales Organization Structures; Organizing for Global Sales, Determining Size of Sales Force
 |
| **UNIT-III** |  **Managing the Sales Force:** * Recruitment, Selection, Training, Compensation, Motivation,
* Territory and Quota Management: Need, Procedure for setting up Sales Territories;
* Time Management;
* Sales Quotas: Purpose, Types of Quotas, Administration of Sales Quota.
 |
| **UNIT- IV**  |   **Control process:** * Analysis of Sales Volume, Cost and Profitability;
* Management of Sales Expenses, Evaluating Sale-Force Performance;
* Ethical Issues in Sales Management. Role of IT in Sales Management
 |

 **Suggested Readings:**

1. Spiro, Stanton &Rich (2003), Management of a Sales Force11th edition. Tata McGraw-Hill:

2. Still, Cundiff&Govoni(2007), Sales Management, 5th edition ,Sage publications New Delhi.

3. Tapan k. Panda, Sunil Sahadev (2008), Sales and Distribution Management, Oxford University Press, New Delhi.

4. Tanner, Honeycutt, Erffmeyer (2009), Sales Management, Pearson Education India, New Delhi.

5. S.A.Chunawala (2008), Sales and Distribution Management, Himalaya Publishing House, New Delhi.

6. Gupta, S. L.(2005), Sales and Distribution Management , Excel Books, 1st Edition, New Delhi.

7. David Jobber, Geoff Lancaster (2003), Selling and Sales Management, Pearson Education India, New Delhi.

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|  **DSE 2A BTM 504 BUSINESS LAWS IN TOURISM****Credits – 5+1****External Marks - 120** **Internal Marks - 30****Total marks – 150** |
|  **1.** The present course aims at familiarizing the participants with various legal  aspects Of Indian Contract Act. 18722 To understand the Concept of Negotiable Act 1881.3 To familiarize the students about Sale of Goods Act 1930.**4** It aims at providing knowledge of The Indian  Partnership Act, 1932 ,  |
| **UNIT- I** |  **The Indian Contract Act 1872*** The Indian Contract Act 1872, Definition of a Contract and its essentials Formation of a valid Contract - Offer and Acceptance,
* Discharge of a Contract by performance, Breach, Damages for breach of a contract
 |
| **UNIT- II** | * **Negotiable Act 1881**
* Negotiable Act 1881: scope, features and types; Negotiation; Crossing
* Dishonour and discharge of negotiable instruments.
 |
| **UNIT-III** | **Sale of Goods Act 1930*** Indian Sales of Goods Act, 1930: Legal Aspects relating to Formation of Contract of Sales and their classification;
* Prices; Conditions and Warranties; Transfer of property in goods.
* Performance of the contract of Sales, Unpaid seller and his rights
 |
| **UNIT- IV**  | **The Indian Partnership Act, 1932** * The Indian Partnership Act, 1932: Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner,
* Limited Liability Partnership Act 2008, Cessation of trade by Limited liability partnership, Insolvency and winding up.
 |

**REFERENCE :**

1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition)

 2. Gulshan S.S. - Business Law Including Company Law (Excel Books)

 3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).

4. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)

5. Durga Das Basu- Constitution of India (Prentice Hall of India) 6. Relevant Acts

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| **DSE -3A BTM 505 Impacts Of Tourism****Credits – 5+1****External Marks - 120****Internal Marks - 30****Total marks – 120**  |
| COURSE OBJECTIVES:  1 : To understand the pattern of tourism development in different countries  2 : To have awareness about the economic significance of Tourism  3 : To familiarise with the socio cultural dimension of the Tourism 4 : To apprise about the environmental significance of tourism  |
| **UNIT- I** |  **Patterns of tourism development in the developed and the developing countries** * comparative analysis in terms of volume of tourist arrivals and earnings from tourism
* Tourism Development in the regions – Europe, Americas, Asia-Pacific region, Middle East and Africa in terms of volume of tourist arrivals and earnings from tourism
* Characteristics of mass tourism
 |
| **UNIT- II** | **Economic significance of tourism*** Direct, Indirect and Induced Economic Impacts of tourism
* Negative Economic Impacts of Tourism
* Economic Impact Analysis
 |
| **UNIT-III** |  **Socio-cultural dimensions of tourism*** Positive Social & cultural Impacts of Tourism
* Negative Social &Cultural Impacts of Tourism
* Social Change and growth of tourism
 |
| **UNIT- IV**  |  **Environmental significance of tourism*** Major Impact Areas – Natural Resources, Pollution and Physical Impacts
* Tourism development in relation to global warming, Climate Change, natural resource exploitation& Biodiversity loss
* Environmental Impact Assessment
 |

**REFERENCES**

Bartelmus, P. (1994). *Environment, Growth and Development: TheConcepts and Strategies of Sustainability*. London, Routledge.

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

Butler, R. W. (1991). Tourism, environment and sustainabledevelopment.*Environmental Conservation*, **18**, 201–9.

Cater, E. (1994). Introduction. In *Ecotourism: A Sustainable Option*?(E. Cater and G. Lowman, eds). London, John Wiley and Sons.

Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (1998). *Tourism:Principles and Practice*. London, Longman.

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

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

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|  **DSE 3A BTM 506 Researching in Tourism****Credits – 5+1** **External Marks - 120****Internal Marks - 30****Total marks – 150**  |
|  COURSE OBJECTIVES: **1.** To Familiarize with the definition and types of research in tourism . **2**. To understand the sampling ,data collection and sources of data collection in **3** To have awareness about the coding ,classification and tabulation of the data **4.**  To apprise about the writing of a 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 primarydata-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
 |

**References:**

 Taylor, B., Sinha, G, Ghoshal, T. (2006), “Research Methodology: A Guide for Researchers in Management and Social Sciences” PHI learning Pvt. Ltd-New Delhi.

 Kothari, C.R & Garg,G. (2013), “Research Methodology: Methods and Techniques” New Age International Publishers.

 Handbook of Research Methods in Tourism: Quantitative and Qualitative Approaches, Edward Elgar Publications.

 Clark; Rileym; Wilkie,M. and Wood,R.C. “Researching and Writing Dissertation in Hospitality and Tourism”-ITB Publishers, UK.

 Geoffrey M, David, D., David F. (2005), Essentials of Research Design and Methodology, John Willey & Sons.

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|  **SEC 4 Tourism In Media** **Credits – 02** **External Marks - 40****Internal Marks - 10****Total marks – 50**  |
|  COURSE OBJECTIVES:  1 : To understand the basic concepts about media and tourism. 2 : To familiarize the students with electronic media and their role in tourism. 3 : To familiarize the students with print media and their role in tourism.4 : To know about the relationship between social media and tourism. |
| **UNIT- I** |  **Basic concepts about media and tourism*** Meaning,Definition, Concepts, Types of media- Their advantages and disadvantages, Scope of Media in Tourism,

Role of Media for the development and promotion of tourism |
| **UNIT- II** | **Electronic Media*** Meaning, Definition & Types. Role of electronic media in the development and promotion of tourist destinations,
* Nature of media coverage: webcast and telecast - Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism.
 |
| **UNIT-III** | **Print Media** * Meaning, Definition & Types. Role of print media in the development and promotion of tourist destinations.
* Introduction to printing industry in India, Introduction to major specialized travel magazines (National Geographic Traveller, Lonely Planet India, Outlook Traveller, Discover India, Travel +Leisure )
 |
| **UNIT- IV**  | **Social Media And Tourism*** Impact of social media on tourist buying behavior, Major players in social media.
* How social media works for tourist and travel players. Advantages and disadvantages of social media for tourism industry.
* Tourism marketing through social media problems & prospects.
 |

**REFERENCE :**

1. Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.
2. Baran and Davis, Mass Communication Theory.
3. Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
4. Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today’s media, McGraw Hill Publication.
5. Flemming, , Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.
6. Kamath, M.V. Professional Journalism, Vikas Publications.
7. Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press.
8. Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998).

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| **DSE -1B BTM 601 International Tourism Destinations -****Asia &Australia****Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: Co 1 : To understand the nature of international tourism in UNWTO Regions.Co 2 : To familiarize the students with the tourism destinations of Asia.Co 3 : To familiarize the students with the tourism destinations of Australia.Co 4 : To study the role and functions of International tourism organizations |  |
| **UNIT- I** | **International Travel and UNWTO Regions** * International Tourism meaning, definition & types.
* Domestic vs. international tourism,
* Region wise distribution of tourist arrivals & tourism receipts,
* Leading tourist Generating regions of world.
 |
| **UNIT- II** | **Asia Tourist Destinations*** Tourism Destinations in Asia:Major Tourism Places of Interest in Singapore, Thailand, Malaysiya.China & India.
 |
| **UNIT-III** | **Australia Tourist Destinations*** Tourism Destinations in Australia:Major Tourism Places of Interest in Sydney, Melbourne, Gold Coast, Perth & Queensland.
 |
| **UNIT- IV**  | **The Role of the Government and international Tourism Bodies** * International Tourism Institutions and organizations, and their role in promoting International movement-
* PATA , TAAI, IATO, FHRAI
 |

**REFERENCE :**

**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

3. India

4. Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia.

5. 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/

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| **DSE-1B BTM 602 ADVENTURE TOURISM (Water & Land Based)****Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 120**  |
| COURSE OBJECTIVES:   **1.** Familiarize with Concept, History, Nature & Scope of Land & Water Based Adventure  Tourism in India.**2** To explain minimum requirements for Land & Water based Adventure Tourism **3**. To Introduce various Land Based Adventure Activities..**4** To Discuss about Air Based Adventure Organisations and Impacts |
| **UNIT- I** | **Introduction to Land & Water Based Adventure Tourism** * Meaning and Definition of Land and Water Based Adventure Activity. Classification of Land based and Water based adventure
* Activities. Nature and Scope for Land & Water Based Adventure Tourism in India. Topographical features for Land & Water Based Adventure Tourism in India
 |
| **UNIT- II** | **Basic Standards & Requirements For Land & Water Based Adventure Tourism*** Basic minimum standard for Land and Water Based Adventure Activities
* Air based adventure tourism related activities like parasailing Land Based
* Adventure Activity: Mountain climbing, trekking, skiing, ice skating, motor car rally, rock climbing, camel safari, bungee jumping. HMI, NIM.
 |
| **UNIT-III** | **Various land Based Adventure Activities*** Land Based Adventure Activities: Rock Climbing : Principles, Route Planning, Holds, Equipment, Clothing Knots: Thumb, Reef, Clove Hitch, Fisherman, Simple Bowline,
* Trekking: Trekking sites in India. River/Valley Crossing Techniques, Tent Pitching, Techniques: Abseiling (Rappelling)
 |
| **UNIT- IV**  |  **Various Water Based Adventure Activities*** Water Based adventure Activities: Canoeing, Kayaking, Rafting, Scuba Diving, Snorkelling, Surfing, Water Skiing, Sites in India,
* Rafting & Kayaking: Equipment, Clothing & Techniques, Scuba Diving & Snorekeling : Equipment, Clothing & Techniques
 |

**REFERENCE :**

1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development. Routledge

2. Satyendra Malik. Adventure Tourism.

 3. Hall, CM and Page, SJ. The Geography of Tourism and Recreation. Routledge.

4. Dixit, M. Tourism Products. Royal Publishers.

5. Weare G, Trekking in the Indian Himalayas, Lonely Planet Pub,Hong Kong,

 Hand book of National Parks, Wildlife Sanctuaries.

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|  **DSE 2 B BTM-603 Entrepreneurship in Tourism****Credits – 5+1****External Marks - 120****Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: 1 :To understand the concept of entrepreneurship and its theories 2 : to apprise about the problems of small scale industries in India  3 : To have knowledge of entrepreneurship development and training in India  4 : To assess the financial , marketing and technological challenges for entrepreneurship  |
| **UNIT- I** | **Concept of Entrepreneur and entrepreneurship**- * Evolution, characteristics, role of entrepreneurship in economic development,
* Entrepreneurship in lndia- Factors and lnstitutional framework. Theories of entrepreneurship
 |
| **UNIT- II** |  **Relationship between small and large business**,* Problems of small scale industries in lndian context
* Growth of SSI's and Entrepreneurial motivation, policy support to small scale industries and entrepreneurship.
 |
| **UNIT-III** | **Forms of ownership**- * Structural patterns, entrepreneurial development and training,
* Aspects involved in the growth of entrepreneurial environment.
 |
| **UNIT- IV**  | **lssues relating to small business*** Financial, marketing challenges, technological challenges in small business.
* Problems and remedies of entrepreneurship in India.
 |

**References:**

Rajeev Roy- Entrepreneurship: 2"d Edition - Oxford University press

Madhurima Lall & Shikha Sahai- Entrepreneurship- EB Excel Books

David H Holt- Entrepreneurship: New Venture Creation- Prentice Hall of lndia pvt Ltd

Methew J Manimala- Entrepreneurship Theory at the cross road: Paradigms & praxis- Biztantra, NewDelhi

Robert D Hisrich : Entrepreneurship- Mc Graw HillCompanies

Kanishika Bedi- Management & Entrepreneurshi p-oxford U niversity press.

Vasant Desai-The Dynamics of Entrepreneurial Development and Management-Himalaya publishing House

 Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva

Books Limited

 Panda, ShibaCharan. *Entrepreneurship Development*.New Delhi, Anmol Publications.

 Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi:

Prentice-Hall of India.

 SIDBI Reports on Small Scale Industries Sector.

 Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi:

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|  **DSE 2B BTM 604 CORPORATE LAWS IN TOURISM** **Credits – 5+1** **External Marks - 120** **Internal Marks - 30****Total marks – 150**  |
|  1 To familiarize the students about Companies Act 1956. **2**. Introduces The Consumer Protection Act, 1986, it’s aims and Remedies,  Appeals, Enforcement. 3 Discuss the Information Technology Act, 2000 It’s major regulations, duties, Penalties and offences.4: To know about RTI Act 2005 and its provisions. |
| **UNIT- I** |  **Indian Companies Act 1956*** Indian Companies Act 1956- Legal Aspects relating to Promotion and Establishment of Joint Stock Companies in India;
* Memorandum of Association; Article of Association;
* Prospectus, Shares and Share Capital; Allotment of Shares; Legal Rules regarding Membership and Borrowing Powers;
* Debentures - their issue, floating and fixed charges.
 |
| **UNIT- II** | **The Consumer Protection Act,1986*** The Consumer Protection Act, 1986 : Aims and Objects of the Act, Redressal Machinery under the Act,
* Procedure for complaints under the Act, Remedies, Appeals, Enforcement of orders and Penalties.
 |
| **UNIT-III** | **The Information Technology Act, 2000*** The Information Technology Act, 2000: Definition, Digital Signature,
* Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Regulation of Certifying Authorities,
* Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.
 |
| **UNIT- IV**  | * **RTI Act, 2005**
* RTI Act, 2005: important provisions
* Important Section under Right to Information Act- 2005
* Jurisdiction of RTI Act- 2005
 |

**REFERENCE :**

1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition)

 2. Gulshan S.S. - Business Law Including Company Law (Excel Books)

 3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).

4. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)

5. Durga Das Basu- Constitution of India (Prentice Hall of India) 6. Relevant Acts

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| **DSE -3B BTM 605 Sustainable Tourism****Credits – 5+1****External Marks - 120****Internal Marks - 30****Total marks – 150**  |
| COURSE OBJECTIVES: 1 :To understand about sustainable tourism ,sustainable development and social responsibility  2 : To get knowledge of eco tourism and carrying capacity 3 : To identify differentiate among various dimensions of sustainable development  4 : To apprise about the role of govt, tourism industry and voluntary organisations for  sustainable development |
| **UNIT- I** | **Sustainable Tourism**- * meaning, definition, scope, sustainable development components,
* major issues in understanding sustainable development,
* principles of sustainable tourism management,
* aspects of ethics and social responsibility Key Stake holders
 |
| **UNIT- II** | **Key issues of sustainable tourism development** * Ecotourism, carrying Capacity,
* De-marketing, fair pricing, transportation, education,
* Role of lndustry , Role of public and private sector, community involvement and local control and linkages therein.
 |
| **UNIT-III** | **.** **dimensions of Sustainable tourism** * . Environment, economic life, social aspects.
* Environment-scope of the concept of environment, major potential impacts of tourism on environment,
* Economic Dimension-scope of the concept, and major impacts of tourism on it,
* Social Dimension-scope of the concept of socio -cultural environment and impacts of tourism on socio cultural issues
 |
| **UNIT- IV**  | **Key Actors in sustainable tourism*** + Public sector, government bodies, local authorities,
	+ Tourism industry, voluntary organisations host community,
	+ Media, and tourists Books:
 |

 **Suggested Readings:**

1. swarbooke, J-sustainable Tourism Management-Rawat publication, Jaipur
2. William Theobald-Global Tourism: The Next Decade-Butterworth Heinemann.
3. <http://www.environment.gov.au/heritage/publications/strategy/pubs/steps.pdf>.
4. <http://sanctuaries.noaa.gov/management/international/pdfs/day1_concepts_manual.pdf>.
5. <http://www.unep.frlsharedlpublications/pdflDTtx0592xpA-TourismpolicyEfv.pAf>.
6. <http://www.nwhf.no/files/File/culture_fulltext.pdf>
7. <http://www.rainforest-alliance.org/tourism/documents/tourism_practices_guide.pdf>
8. http://uncta d.or g/ en / Docs/d itctncd2 0065\_e n. pdf
9. <http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg_final_report_en.pdf>
10. <http://www.visitcalifornia.com/media/uploads/files/edito> rlcTTC%ZosustainableTo20Tourism%20Handbook.pdf

**DSE 3B BTM 606 Project work**

 **Credits – 5+1**

 **Seminar - 120**

 **Internal Marks - 30**

 **Total marks – 150**

**Course objective:**

To develop a practical understanding of the Tourism and Travel industry. The course aims to groom the students in the etiquettes and techniques of business presentations.

**Project Report:**

 It is mandatory to do some project work so as to sharpen the research skills and to develop a practical understanding of the tourism industry to attain some field experience and to understand the functioning of the organisation .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 beyond syllabus areas that concern policies, plans, current issues, model development, industry trends etc.

All students are to do a project as a group consisting a maximum of five students. The projects are to be identified during the 5th semester of the programme with the help of the supervising teacher. The report of the project in duplicate is to be submitted to the department in the 6th semester . Project evaluation and Viva/ Presentation are compulsory and will be conducted at the end of the programme during the sixth semester. 20 % of marks are awarded through internal assessment of the project report. The project is treated as a separate course and is compulsory for completion of the programmers constituted for the purpose of conducting seminar in the dept. at the end of **SEMESTER 6**

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The students will be engaged in the below mentioned activities on suggested topics. However, the list is not exhaustive. Any area of choice or relevance according to industry demands may be chosen.

 The students will be awarded marks on the basis of their regular performance in seminar

 i.e.,(choice of topic, its relevance, group and individual activity, presentation technique and conviction.)

Power Point Presentations, Group Discussions, Debates and Talks may revolve around such areas as:

1. Mega Destinations and Circuits Identified by the Ministry of Tourism, Government of India

2. Niche tourism

3. Adventure tourism

4. Industry Trends

5. Any other relevant area