

**Department of Tourism and Hotel Management
Kurukshetra University, Kurukshetra**

PROGRAMME TITLE

**BACHELOR OF TOURISM & TRAVEL MANAGEMENT
(BTTM) : Scheme D**

**(Under Multiple Entry-Exit, Internships and CBCS-LOCF in accordance to NEP-
2020)**

5th and 6th Semester

w.e.f.

Session: 2024-2025

BTTM
(DETAILED SYLLABUS)

w.e.f

Session: 2024-25

SEMESTER- V

Session:2024-25			
PartA–Introduction			
Subject	Bachelor of Tourism and Travel Management		
Semester	V		
NameoftheCourse	ADVENTURE TOURISM		
CourseCode	B23-TMG-501		
CourseType:(CC/M CC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A5		
Level of the course(AsperAnne xure-I	300-399		
Pre- requisiteforthecourse(ifany)	NA		
CourseLearningOutcomes(CLO):	Aftercompletingthiscourse,thelearner willbeableto: ----- 1. To familiarize with the basic concepts and terminology of adventure tourism 2. To gain knowledge of different land based adventure tourism activities in India 3. To gain knowledge of different water based adventure tourism activities in India 4. To gain knowledge of different air based adventure tourism activities in India		
Credits	Theory	Practical	Total
	4	NA	4
ContactHours	4		4
Max.Marks:100		Time:3Hours	
InternalAssessmentMarks:30			
EndTermExamMarks:70			
PartB-ContentsoftheCourse			
<u>InstructionsforPaper-Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting on question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours

I	Introduction to Adventure Tourism Definition, nature and scope of Adventure tourism. Geographical diversities of India and opportunities for adventure tourism in India in different geographic units of India.	15
II	Land Based Adventure Tourism Land based adventure activities- Mountaineering and Trekking in Himalayan states (Jammu & Kashmir and Ladakh, Himachal Pradesh, Uttarakhand and Sikkim). Necessary equipment and problems associated with these activities.	15
III	Water Based Adventure Tourism Water based adventure activities- River rafting, kayaking, boating, SCUBA diving and coastal activities. Necessary equipment and problems associated with these activities.	15
IV	Air Based Adventure Tourism Activities Air based adventure activities- Hang gliding, Ballooning and Sky Diving Necessary equipment and problems associated with these activities.	15
Suggested Evaluation Methods		
Internal Assessment: 30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15		End Term Examination: 70
Part C - Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Ahmad, A. (1978). General Geography of India. NCERT, New Delhi. • Nag, P., & Sengupta, S. (1992). Geography of India. Concept Publishing Company. • Kapur, A. (2002). Indian Geography: Voice of Concern. Concept Publishing Company. • Kapur, A. (1998). Indian Geography: A Future with a Difference. Allied Publishers. • Buckley, R. (2010). Adventure tourism management. Routledge. • Swarbrooke, J. (2003). Adventure tourism: The new frontier. Routledge. • Laing, J., & Frost, W. (2014). Explorer travelers and adventure tourism (Vol. 40). Channel View Publications. • Hudson, S. (2003). Sport and adventure tourism (pp. 49-88). New York: Haworth Hospitality Press. • Jenkins, I. (2019). Adventure tourism and outdoor activities management: A 21st century toolkit. CABI. 		

Session:2024-25			
PartA–Introduction			
Subject	Bachelor of Tourism and Travel Management		
Semester	V		
NameoftheCourse	SALES MANAGEMENT IN TOURISM		
CourseCode	B23-TMG-502		
CourseType:(CC/M CC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B5		
Level of the course(AsperAnne xure-I	300-399		
Pre- requisiteforthe course(ifany)	NA		
CourseLearningOutcomes(CLO):	After completing this course, the learner will be able to: ----- 1. To familiarize with the basic concepts of Sales Management 2 To gain knowledge about managing the Sales Force in Tourism. 3 To be able to analyze various paradigms of sales Management. 4 To apply Sales management theories in tourism industry.		
Credits	Theory	Practical	Total
	4	NA	4
ContactHours	4		4
Max.Marks:100		Time:3Hours	
InternalAssessmentMarks:30			
EndTermExamMarks:70			
PartB-ContentsoftheCourse			
<u>InstructionsforPaper-Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours

I	Fundamentals of Sales Management Sales Management: Concept, Objectives and Functions Sales Planning: Concept, Process and Significance Sales Forecasting: Concept, Process and Significance Sales Organization: Concept and types	15
II	Sales Force Management in Tourism Determining Size of Sales Force Sales Force Recruitment & Selection in Tourism Sales Force Training in Tourism Sales Force Compensation & Motivation in tourism industry.	15
III	Sales Strategies and Ethics Sales Quotas: Purpose and Types of Quotas Sales Territories: Need and Process Role of IT in Sales Management Ethical Issues in Sales Management	15
IV	Sales Management in Tourism Personal Selling: Concept & Importance Process of Personal Selling Theories of selling Challenges of Sales Management in tourism industry.	15
Suggested Evaluation Methods		
Internal Assessment: 30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15		End Term Examination: 70
Part C - Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Spiro, Stanton & Rich (2003), Management of a Sales Force, 11th edition. Tata McGraw-Hill: • Still, Cundiff & Govoni (2007), Sales Management, 5th edition, Sage publications New Delhi. • Tapan K. Panda, Sunil Sahadev (2008), Sales and Distribution Management, Oxford University Press, New Delhi. • Tanner, Honeycutt, Erffmeyer (2009), Sales Management, Pearson Education India, New Delhi. • S.A. Chunawala (2008), Sales and Distribution Management, Himalaya Publishing House, New Delhi. • Gupta, S. L. (2005), Sales and Distribution Management, Excel Books, 1st Edition, New Delhi. • David Jobber, Geoff Lancaster (2003), Selling and Sales Management, Pearson Education India, New Delhi. 		

Session:2024-25			
PartA-Introduction			
Subject	BachelorofTourismand TravelManagement		
Semester	V		
NameoftheCourse	ONLINE TRAVEL BUSINESS		
CourseCode	B23-TMG-503		
CourseType:(CC/M CC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C5		
Level of the course(AsperAnne xure-I	300-399		
Pre- requisiteforthecourse(ifany)	NA		
CourseLearningOutcomes(CLO):	<p>Aftercompletingthiscourse,thelearner willbeableto: -----</p> <ol style="list-style-type: none"> 1. To familiarize with the basic concepts and terminology of computer fundamentals 2. To gain knowledge of various types of ICT and online tools in tourism. 3. To be able to identify different components of ICT and online channels in tourism 4. To be able to work with and for application of ICT and online technologies in tourism. 		
Credits	Theory	Practical	Total
	4	NA	4
ContactHours	4		4
Max.Marks:100		Time:3Hours	
InternalAssessmentMarks:30			
EndTermExamMarks:70			
PartB-ContentsoftheCourse			
<u>InstructionsforPaper-Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting on question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	Fundamentals of Computer Technology Meaning, Components and Units of a computer system, Characteristics, Features and Uses of computers. Data entry devices, data output devices and storage devices. Introduction to Windows and Basics of MS Office.	15
II	Types of ICT and Online Tools ICT meaning and important ICT tools. Introduction to Internet; uses and applications in Tourism. Web Portal and Websites: Definition and Meaning. Role and Importance of ICT in Tourism sector.	15
III	Components of ICT and Online Channels for Tourism E-Commerce: Meaning, Features, Functions and Limitations. Different E-Commerce Business Models. Case Study of Online Travel Agencies: Yatra.com and Makemytrip.com.	15
IV	ICT and Online Application in Tourism Introduction to CRS; Benefits and importance of the CRS system to the Travel trade. CRS for Rail Transport, Airlines and Hotels. GDS; Concept and Uses. Introduction to AMADEUS and SABRE.	15
Suggested Evaluation Methods		
Internal Assessment: 30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15 		End Term Examination: 70
Part C - Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Buhalis, D. (2003). e-Tourism: Information technology for strategic tourism management. Pearson education. • Hassan, A., & Sharma, A. (Eds.). (2020). The Emerald handbook of ICT in tourism and hospitality. Emerald Publishing Limited. • Joseph, P. T. (2019). E-commerce: An Indian perspective. PHI Learning Pvt. Ltd. • Leon, A., & Mathews, L. (1999). Fundamentals of information technology. Leon Press. • Minazzi, R. (2015). Social media marketing in tourism and hospitality. Springer International Publishing Switzerland. • Rajaraman, V., & Adabala, N. (2014). Fundamentals of computers. PHI Learning Pvt. Ltd.. • Shanker, D. (2008). ICT and Tourism: challenges and opportunities. • Zelenka, J. (2009). Information and communication technologies in tourism-influence, dynamics, trends. 		

BTTM
(DETAILED SYLLABUS)

w.e.f

Session: 2024-25

SEMESTER- VI

Session:2024-25			
PartA–Introduction			
Subject	BachelorofTourismand TravelManagement		
Semester	VI		
NameoftheCourse	ACCOUNTING FOR TOURISM		
CourseCode	B23-TMG-601		
CourseType:(CC/M CC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A6		
Level of the course(AsperAnne xure-I	300-399		
Pre- requisiteforthecourse(ifany)	NA		
CourseLearningOutcomes(CLO):	Aftercompletingthiscourse,thelearner willbeableto: ----- 1. To familiarize the meaning, objectives, significance of accounting. 2. To explain the concept of accounting equation. 3. To develop the understanding of preparation of trading profit and loss account and balance sheet. 4. To apply financial ratios using information from financial statements.		
Credits	Theory	Practical	Total
	4	NA	4
ContactHours	4		4
Max.Marks:100		Time:3Hours	
InternalAssessmentMarks:30			
EndTermExamMarks:70			
PartB-ContentsoftheCourse			
<u>InstructionsforPaper-Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting on question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours

I	Accounting Theory: Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.	15
II	Account Records: Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books – Cash, petty cash, Sales & Purchase books,	15
III	Financial Statement: Basic Financial Statements, Trial Balance, Preparation of Final Accounts, Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,	15
IV	Ratio Analysis: Interpretation Of Business Income Statements and Balance sheet of Travel Agencies with the help of Ratio Analysis.	15
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
<ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15 		
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • A complete Course in Accounting Volume – I, N.D. Kappor Double – Entry Book- Keeping, R.C. Chawla & C. Juneja. • Basic Accounting :Meigh&Meigh • Financial Accounting: R L Gupta • Hospitality Management Accounting, Michael M Coltman • Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, First 1999 Kalyani Hotel Accounting Earnest B. Horwath & Luis Toth • Uniform System of Accounts, Publisher: EIAH & LA, USA • Hotel Accounting & Financial Control By Ozi A.D’ Cunha & Gleson O. D’ Cunha Publisher: Dicky,s Enterprize, Kandivali, Mumbai • Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River New Jersey • Accounting for Management, S K Bhattacharya, Vikas Publishing House • Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons. • Accounting in Hotel & Catering Industry – Richard Kotas- Four – 1981. • International Textbook Company Comprehensive Accountancy, SA Siddiqui 		

Session:2024-25			
PartA–Introduction			
Subject	BachelorofTourismand TravelManagement		
Semester	VI		
NameoftheCourse	IMPACTS OF TOURISM		
CourseCode	B23-TMG-602		
CourseType:(CC/M CC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B6		
Level of the course(AsperAnne xure-I	300-399		
Pre- requisiteforthe course(ifany)	NA		
CourseLearningOutcomes(CLO):	<p>Aftercompletingthiscourse,thelearner willbeableto: -----</p> <ol style="list-style-type: none"> 1. To familiarize with the impact of tourism on Economic environment 2. To gain knowledge of impact of tourism on Socio- cultural Environment. 3. To be able to assess impacts of tourism on Natural Environment and Ecology. 4 To gain insight of different approaches to mitigate negative impacts of Tourism. 		
Credits	Theory	Practical	Total
	4	NA	4
ContactHours	4		4
Max.Marks:100		Time:3Hours	
InternalAssessmentMarks:30			
EndTermExamMarks:70			
PartB-ContentsoftheCourse			
<u>InstructionsforPaper-Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting on question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	Impact of Tourism on Economic Environment Direct, Indirect and Induced Economic Benefits of Tourism Multiplier Effects of Tourism Negative Implications of Tourism Economic Impact Analysis	15
II	Impact of Tourism on Socio- cultural Environment Inter-relationship between Tourism and Culture Social Benefits of Tourism, Positive Impacts of Tourism on Culture Social Costs of Tourism, Negative Cultural Implications of Tourism DOXEY Effect	15
III	Impact of Tourism on Natural Environment and Ecology Environmental significance of tourism Positive Impacts of Tourism on Ecology Negative Environmental Implications of Tourism Environmental Impact Assessment and Environmental Auditing	15
IV	Approaches to mitigate Negative Impacts of Tourism Tourism Planning Carrying capacity: Concept and types Community approach to Tourism Responsible Tourism Sustainable Tourism	15
Suggested Evaluation Methods		
Internal Assessment: 30 ➤ Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15		End Term Examination: 70
Part C- Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Bartelmus, P. (1994). Environment, Growth and Development: The Concepts 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 sustainable development. 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 <i>Tourism Destinations</i> (R. Davison and Maitland, eds), pp.18–45. London. 		

Session:2024-25			
PartA–Introduction			
Subject	BachelorofTourismand TravelManagement		
Semester	VI		
NameoftheCourse	SUSTAINABLE TOURISM		
CourseCode	B23-TMG-603		
CourseType:(CC/M CC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C6		
Level of the course(AsperAnne xure-I	300-399		
Pre- requisiteforthecourse(ifany)	NA		
CourseLearningOutcomes(CLO):	Aftercompletingthiscourse,thelearner willbeableto: ----- 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 government tourism industry andvoluntary organizations for sustainable development		
Credits	Theory	Practical	Total
	4	NA	4
ContactHours	4		4
Max.Marks:100		Time:3Hours	
InternalAssessmentMarks:30			
EndTermExamMarks:70			
PartB-ContentsoftheCourse			
<u>InstructionsforPaper-Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting on question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours

I	Sustainable Tourism & its Dimensions: Meaning and Historical Background of Sustainable Development. Nature and different Approaches to Sustainable Tourism:- Environmental Dimension, Economic Dimension, Social Dimension	15
II	Role of different agencies in Sustainable Tourism: UNO and Sustainable Development Goals. Role of Public Sector, Tourism Industry, Host Community and Tourists in Sustainable Tourism Management.	15
III	Sustainable Tourism Development : Guiding Principles for Planning and Management of Sustainable Tourism. Responsible Tourism, Meaning and characteristics of Responsible Tourism. Community based tourism and it's features.	15
IV	Sustainable Tourism Infrastructure: Current trends and strategies for developing sustainable tourism infrastructure:- Tourist Destinations, Visitor Attractions, Tour Operations, Transport and Hospitality. Global Warming and Sustainable Development.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation:5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Sustainable Tourism: A Global perspective by Rob Harris, Tony Griffin, Peter Williams , Butterworth –Heinemann. • Sustainable Tourism by S.P. Sing, http://www.bagchee.com/ • Sustainable Development of Tourism: An Annotated Bibliography by World Tourism Organization. • Cases in Sustainable Tourism; an Experiential Approach to Making Decisions by Irene Herremans. • Sustainable Tourism; Theory and Practice by David Weaver Powell ,,s City of Books . 		

I	Introduction of Human Resource Human Resource- Concept, meaning and definition; Importance of HR in tourism industry; Concept of employee life cycle; approaches to managing HRs in hotels: emerging role of HR manager in tourism sector.	15
II	Human Resources planning Human Resource planning- meaning, process, factors and need for HRs planning; Job analysis- meaning, types, proposes and uses; job description of major positions in a travel agency and tour operation.	15
III	Acquisition of Human Resources Recruitment -meaning, process, methods of Recruitment in tourism industry; Selection procedure-essentials and steps in selection process; Interview- meaning, and types. Employee promotion, transfer and separation- meaning, purpose, and types	15
IV	Maintenance of Human Resources Employee Training and development- need, importance, and methods of in tourism industry. Performance appraisal- need & importance and techniques.	15
Suggested Evaluation Methods		
Internal Assessment: 30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15 		End Term Examination: 70
Part C - Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Aswathappa, K, (2008) Human resource Management, The McGraw-hill publications, New Delhi. • Ian Beardwell and Ian Holden, (2000) Human Resource Management, Macmillan. • Robbins. (2000), the Management of Human resources, Prentice-hall, New Delhi. • Indian journal of industrial relations. • Employee Relation-International Journal (special issue on people management in India and sub-continent), 2007. • Subramanian, K.N. (2000) Wages in India, Tata McGraw –Hill Publication New Delhi. • C. b. Mamoria (1999), Management of Human Resources, Himalaya publication, New Delhi. • Mohinder C. (2006) Travel Agency Management – An Introductory Text, 2006 2nd revised edition. Anmol Publication Pvt. Ltd., New Delhi, • Tripathi, P.C. (2006), Human Resources Management, Vikas Publications, Delhi. • Hoque, K. (2000b), ‘Human Resource management in Hotel Industry: Strategy, Innovations and Performance’, London: Routledge. • Woods, R.H. (1992). Managing Hospitality Human Resources, Michigan: Educational Institute of the American Hotel and Motel Association. 		