

TOURISM AND HOTEL MANAGEMENT PROGRAM

MOHANLAL SUKHADIA UNIVERSITY



**CHOICE-BASED CREDIT SYSTEM
(UNDERGRADUATE SEMESTER SCHEME
WITH SEVERAL ENTRY AND EXIT OPTIONS,
FOLLOWING NEP 2020)
CURRICULUM FOR BBA TT**

2023–24

1 YEARS

Table 1: Proposed Course for BBA-Travel & Tourism, in 3 year: Semester wise types, codes, titles, Delivery type, Workload, Credits of the courses, Marks of Examination, and Remarks.

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
5	I	DCC	BTM5000T	Introduction to Tourism	L	T	0	90	6	6	20	80	100	
			BTM5001T	Introduction to Hospitality	L	T	0	90	6		20	80	100	
		DCC	BTM5002T	POM &OB	L	T	0	90	6	6	20	80	100	
		AECC	AECC 1		L	T	0	30	2	2	20	80	100	

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
5	II	DCC	BTM5003T	Geography for Tourism	L	T	0	90	6	6	20	80	100	
			BTM5004T	Travel Agency & Tour Operations	L	T	0	90	6		20	80	100	
		DCC	BTM5005T	Hotel Accounting	L	T	0	90	6	6	20	80	100	
		AECC	AECC 2		L	T		30	2	2	20	80	100	

2 YEARS

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
6	III	DCC	BTM6006T	Cultural Tourism Resources of India	L	T	-	90	6	6	20	80	100	
		DCC	BTM6007T	Airport Operations	L	T	-	90	6	6	20	80	100	
		DCC	BTM6008T	Natural Resources of India	L	T	-	90	6	6	20	80	100	
		SEM		COMMUNICATIVE ENGLISH	L	-	-	30	2	2	20	80	100	

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
6	IV	DCC	BTM6009T	Travel Documentation & Formalities	L	T	-	90	6	6	20	80	100	
		DCC	BTM6010T	Tour Guiding Skills	L	T	-	90	6	6	20	80	100	
		DCC	BTM6011T	ENTREPRENEURSHIP	L	T	-	90	6	6	20	80	100	
		SEM	BTM6350T	French	L	T	-	30	2	2	20	80	100	
Exit with Diploma in Tourism & Travel Management														

3 YEARS

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
7	V	DSE	BTM7100T	Adventure Tourism	L	-	-	60	4	6	20	80	100	
			BTM7100P	Adventure Tourism	-	-	P	120	2		20	80	100	
			BTM7101T	Eco Tourism	L	-	-	60	4	6	20	80	100	
			BTM7101P	Eco Tourism	-	-	P	120	2		20	80	100	
			BTM7102T	Cargo operations	L	-	-	60	4	6	20	80	100	
			BTM7102P	Cargo Operations	-	-	P	120	2		20	80	100	
			BTM7103T	Airline Ticketing & fare calculations	L	-	-	60	4	6	20	80	100	
			BTM7103P	Airline Ticketing & fare calculations	-	-	P	120	2		20	80	100	
			BTM7104T	Event Management	L	T	-	90	5+1	6	20	80	100	
		BTM7105T	Tourism Marketing and Management	L	T	-	90	5+1	6	20	80	100		
SEM	BTM7351T	Itinerary & Package Preparation	L	-	P	30	2	2	20	80	100			

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
7	VI	DSE	BTM7106T	Data Interpretation & Report Writing				540 hrs	18	18	20	80	100	
		SEM	BTM7352	Computer/ CRS	-		P	30	2	2	20	80	100	

SEMESTER 1

Table 1: Proposed Course for BBA-Travel & Tourism, in 3 year: Semester wise types, codes, titles, Delivery type, Workload, Credits of the courses, Marks of Examination, and Remarks.

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
5	I	DCC	BTM5000T	Introduction to Tourism	L	T	0	90	6	6	20	80	100	
			BTM5001T	Introduction to Hospitality	L	T	0	90	6		20	80	100	
		DCC	BTM5002T	POM &OB	L	T	0	90	6	6	20	80	100	
		AECC	AECC 1		L	T	0	30	2	2	20	80	100	

COURSE CODE: BTM5000T

NAME OF THE COURSE: INTRODUCTION TO TOURISM

Course Credit: 6

No. of Teaching Hours.: 90 hours.

Course Outcomes: On successful completion of the course, the students will be able to

- To get an overview of the history and concepts of tourism
- To understand the various components of tourism
- To identify the emerging trends in the tourism industry
- To grasp the various forms and types of tourism

Unit 1: History and Concepts of Tourism: Meaning and Definition, Objectives, Historical Development of Tourism, Concept of Tourism, Typologies of Tourism, Characteristics & Significance of Tourism Industry. Concept of Tourist/ Visitor/ Traveller/ Excursionist. Forms of Tourism- Outbound, Inbound, Domestic, and Internal Tourism. Types of Tours-Free Individual Tour, Group Inclusive Tour.

Unit 2: Components of the tourism industry: Five A's Framework of Tourism - Major Components- Accessibility- Types of Transportation, Air Transportation, Water Transportation, Rail Transportation, Road Transportation. Accommodation- Primary Accommodation- Secondary Accommodation. Attractions- Nature-based, man-made, symbiotic. Minor Components- Activities- Air-based activities, Water based activities, Land based activities. Amenities- Ancillary services.

Unit 3: Impacts of Tourism: Positive and Negative Impacts of Tourism industry -Economic impacts, Environmental impacts, Socio- Cultural impacts, Political Impacts. Emerging trends in Tourism industry, The role of Technology in Tourism industry

Unit 4: Butler's tourism area life cycle (TALC), Stanely Plog's Model, Crompton's Push and Pull Theory of tourism, new issues and challenges in Tourism industry, Future of Tourism in India.

Unit 5: MOT, ITDC and RTDC, Incredible India Campaign, Tourism Slogans and Punch lines of Indian states, Tourism development schemes in India and Rajasthan. Latest tourism policy of Rajasthan.

Assignment: Prepare a presentation/project (specified by faculty) on any topic suggested by faculty

Skill Development Activities:

- Maintain a database of top Airlines, Tour Operators, Hotels, Cruise Operators in India
- Analyse the effectiveness of the Incredible India campaign and Athithi Devo bhava campaign.
- Identify the motivations for a tourist to undertake a leisure vacation.
- Assess the potential of rural tourism destinations in India.
- Draft different types of tourism and allied industries.

Reference Books:

- Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
- Gee, Chuck Y., James C. Makens, and Dexter J.L. Choy. (1997). *The Travel Industry*, Van Nostrand Reinhold, New York.
- Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*, Oxford University Press, New Delhi.
- Andrews, S. (2007). *Introduction to the tourism and hospitality industry*. Tata McGraw-Hill.
- Pran Seth- *Successful Tourism Management*

COURSE CODE: BTM5001T

COURSE NAME: INTRODUCTION TO HOSPITALITY

Course Credit: 6

No. of Teaching Hours.:90 Hours.

Course Outcomes: On successful completion of the course, the students will be able to

- To know the history of hospitality industry and various concepts of Hospitality
- To know the various types of Accommodations
- To understand the functions of various department in hotels
- To understand the future trends and role of associations in India

Unit 1: Hotel industry - Development of Hotel Industry in India – Origin and Development over the ages, Future, Changing trends. Concept, Role of Hospitality in the development of tourism industry. Types of accommodation - intermediary accommodation, grouping of accommodation. Classification of hotels 1. Size 2. Location 3. Length of Stay 4. Facilities offered 5. Types of Plans – European plan, American plan, modified American plan, continental plan & Bermuda plan

Unit 2: Various Departments and their Organisation Charts and key responsibilities: Front Office, Room Division Management, Housekeeping, Food & Beverage Service, Food Production, Sales & Marketing, Purchasing, Accounts & Financing, Human Resource Management, Engineering and Maintenance. FHRAI and its role, government participation in and contribution to hospitality.

Unit 3: Different types of rooms- available in India and various tariffs and facilities offered- Types of room – single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency. Hotel industry future in India, Changing trends. Relation of Tourism with hospitality industry.

Unit 4: Rules and Regulation applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups License, Licenses & Permits necessary for opening & operating a hotel. permission from authorities - Labour Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry.

Unit 5: Trends in Hospitality: Trends in Hotel and Rooms Division Operations, Trends in Lodging, Food and Beverage - Case Study of major Hotels chains in India – Taj, Oberoi, ITC Welcome Group, Leela Group, Sheraton, Marriott, Radisson, Hilton (With details of Location, Types of Properties, Number of Properties). Issue and challenges of Hospitality Industry.

Books for Reference:

- John Walker (2017), “Introduction to Hospitality Industry, Pearson Education Limited, England.
- Sudhir Andrew, (2007), “Introduction to Tourism and Hospitality Industry”, Tata Mc. Graw Hill Publishing Company, New Delhi.
- Jagmohan Negi, Gaurav. M.J. and Suniti (2011), “Housekeeping Operations and Management Procedure and Techniques”, Kanishka Publishers, New Delhi

COURSE CODE: BTM5002T

COURSE NAME: PRINCIPLE OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Course Credit:6

No. of Teaching Hours.: 90 hours.

Course Outcomes: On successful completion of the course, the students will be able to

- Describe and discuss the elements of effective management
- Discuss and apply the planning, organizing and control processes
- Describe various theories related to the development of leadership skills, motivation techniques, teamwork and effective communication
- Communicate effectively through both oral and written presentation
- Learn basics of organizational behaviour

Unit 1: *Introduction to Management:* Organization management; role of managers; evolution of management thought; organization and the environmental factors; functions of management; social responsibility of management; environment friendly management.

Unit 2: *Planning:* Nature and purpose of planning; planning process; types of plans & objectives; managing by objective (MBO) strategies; types of strategies & policies; decision making; types of decision; decision making process; rational decision-making process; decision making under different conditions.

Unit 3: *Organising:* Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; departmentation; span of control; centralization and decentralization; delegation of authority; staffing; selection and recruitment; orientation; career development; career stages; training; performance appraisal.

Unit 4: *Directing & Controlling:* Managing people; communication; hurdles to effective communication; organization culture; elements and types of culture, managing cultural diversity. Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

Unit 5: *Introduction to Organizational Behaviour:* Concept and nature of organizational behaviour; contributing disciplines to the field of O.B.; O.B. models; need to understand human behaviour; challenges and opportunities. Management of change; management of crisis; total quality management

Reference Books:

1. Dubrin, Andrew J.(2012). Essentials of Management.Thomson Southwestern, 9th edition.
2. Koontz Harold and Weihrich Heinz. (2012). Essentials of management: An International &Leadership Perspective. New Delhi: Tata McGraw-Hill Education.9th edition.
3. Hill Charles W.L and McShane Steven. L.(2007).Principles of Management. New Delhi:McGraw Hill Education. Special Indian Edition.
4. Prasad, L.M. (2014). Organizational Behaviour. New Delhi: Sultan Chand & Sons.

SEMESTER 2

Level	Semester	Course Type	Course	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
			Code		L	T	P							
5	II	DCC	BTM5003T	Geography for Tourism	L	T	0	90	6	6	20	80	100	
			BTM5004T	Travel Agency & Tour Operations	L	T	0	90	6		20	80	100	
		DCC	BTM5005T	Hotel Accounting	L	T	0	90	6	6	20	80	100	
		AECC	AECC 2		L	T		30	2	2	20	80	100	

COURSE CODE: BTM 5003T

COURSE NAME: GEOGRAPHY FOR TOURISM

Course Credit: 6

No. of Teaching Hours.: 90 hrs.

Course Outcomes: On successful completion of the course, the students will be able to

- To understand and to be familiar with the global geography with reference to budding tourism professionals
- To know about geography and its relationship with various disciplines
- Branches of Geography
- Understand IATA

Unit 1 *Introduction to Geography:* Elements of Geography, Branches of Geography (based on systematic approach- Physical, Hyman & Biogeography) Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude

Unit 2 *An Introduction to Geographical Components of Tourism* - Resources of Geography as a Tourist Attraction - Glimpses of Geographical Resources - Tourism Models (Leiper's & Gunn's model) - Significance of Geography in Tourism

Unit 3 *IATA Areas, Code and GMT Time:* Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time

Unit 4 *Defining Location and its Connection with Tourism* - An Introduction to Map and Their Types - Representation of Maps - Map Reading Procedure - Significance of Map Reading in Tourism

Unit 5 *Introduction to Relief & Physiographic Divisions of India* – Himalayan Region, Plains of India - Peninsular plateau - Island Territories of India

****Assignment: Prepare a presentation/project as suggested by faculty**

Reference Books:

Strahler A.N. (1969), Physical Geography, Third Edition, Willey International.

Ahmed. E. (1985). Geomorphology. Kalyani Publisher, New Delhi.

Singh, S. (2008). Physical Geography. Prayag Pustak Bhawan.

Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex.

C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition, Routledge, London.

COURSE CODE: BTM 5004T

COURSE NAME: TRAVEL AGENCY & TOUR OPERATIONS

Course Credit: 6

No. of Teaching Hours.: 50 hrs.

Course Outcomes: On successful completion of the course, the students will be able to

- To know the History and Growth of Travel Agency
- To learn setting up a Travel Agency and Identify the source of Income
- To know various types of Packaged tours in Tour Operations

Unit 1 – Meaning and Definition of a Travel Agency and Tour Operators – Travel Agency Growth – Structure – Functions – Types of Travel Agency – Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator

Unit 2 – Growth and Development of Tourist Organization with special reference to India – Sargeant Committee – Jha – ITDC – RTDC

Unit 3 - International Tourist Organisation – WTO – IATA – UFTAA – PATA – ICAO – ASTA – TAAI – Role, Objectives and Functions.

UNIT 4 – Future of Travel Agencies – Travel and Trade Publications – Travel Agents – Training Programmes – Travel Agency’s Sponsored Programmes

Unit 5 – Travel Agency fairs and Benefits – ITB (International Tourism Board) – WTM (World Travel Mart) – Travel Trade Workshop – EIBTM (Business Travel Meetings)

****Assignment: Prepare a presentation/project as suggested by faculty**

Books for Reference

1. Mohinder Chand – Travel Agency Management, Anmol Publications Pvt Ltd, New Delhi, 2000
2. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
3. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
4. Pran Nath Seth – Successful Tourism Management, Sterling Publishers Pvt Ltd, Delhi, 1997
5. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003
6. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
7. R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003

COURSE CODE: BTM5005T

COURSE NAME: HOTEL ACCOUNTING

Course Credit: 6

No. of Teaching Hours.: 90 hrs.

Course Outcomes: On successful completion of the course, the students will be able to

- Understand the Basic Concepts of Accountancy
- Learn various methods of accounting
- Exercise the accounting treatments for transactions & events in the books

Unit –1 Hospitality accounting – Meaning of Bookkeeping and Accounting, Basic Accounting Terminology, Objectives, Users of Accounting Information, Accounting Concepts and Conventions, Advantage and Limitations of Accounting.

Unit -2 Accounting Transactions – Accounting Equation, Journal meaning and Step of Journal Entry, classification of Accounts, Rules of Journal Entries, Ledger Posting- Guest Billing, Vouchers, Trial balance.

Unit -3 Final Accounts- Trading Account, Profit and Loss account and Balance Sheet with Numerical Problems.

Unit -4 Subsidiary Books- Types of Subsidiary books, Advantages, Cash book – Single and Double column, Purchase book, Sales book.

Unit -5 Cost Concept and Cost Sheet, Material Control- Store Purchase Order – Stores requisition, Stores ledger- LIFO and FIFO.

****Assignment: Prepare a presentation/project as suggested by faculty**

Suggested Readings:

Anthony, R.N. and Reece, J.S., Accounting Principles : Richard Irwin Inc. New Delhi.

Gupta and Sharma, Financial Accounting: Ane Books Pvt. Ltd. New Delhi.

Gupta , R.L. and Radhaswamy., Financial Accounting; S. Chand & Sons, New Delhi.

Shukla, M.C., Grewal T.S., and Gupta, S.C., Advanced Accounts; S.Chand & Sons New Delhi.

Seghal Deepak, Fundamental of Financial Accounting , Taxmann.

Tulsian, P.C., Financial Accounting , Pearson.

SEMESTER 3

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
6	III	DCC	BTM6006T	Cultural Tourism Resources of India	L	T	-	90	6	6	20	80	100	
		DCC	BTM6007T	Airport Operations	L	T	-	90	6	6	20	80	100	
		DCC	BTM6008T	Natural Resources of India	L	T	-	90	6	6	20	80	100	
		SEM		COMMUNICATIVE ENGLISH	L	-	-	30	2	2	20	80	100	

COURSE CODE: BTM 6006T

COURSE NAME: CULTURAL TOURISM RESOURCES OF INDIA

Course Credit: 6

No. of Teaching Hours.: 90 hrs

Course Outcomes: On successful completion of the course, the students will be able to

· Understand the concept of Cultural Tourism

To know the UNESCO sites of India

To understand the cultural heritage of India through Folkdances, Music, Art & Architecture, Handicrafts etc.

Evaluate the government schemes promoting cultural tourism

Unit 1 Meaning and Definition cultural tourism, significance of cultural tourism in India, various cultural tourism centres in India,

Unit 2: Folklore of India: Folkdances, Folk music and instruments and Handicrafts of Rajasthan

Unit 3 Fairs and Festivals of India; Art & architecture of India and Tribal Communities

Unit 4: UNESCO world heritage & Cultural sites of India

Unit 5: Government schemes for cultural tourism - PRASHAD, HRIDAY, Tourism Circuits, Palace on wheels. government measures and initiatives for boosting cultural tourism

Note: Visit any museum and report writing on topic suggested by faculty (handwritten/typed as suggested by faculty)

The report writing structure shall consist of:

- 1. Front page with department and university name with logo, faculty name, and student name with semester and session mentioned)**
- 2. Acknowledgement**
- 3. Index Page**
- 4. Content around 8-10 pages**
- 5. References**

COURSE CODE: BTM 6007T

COURSE NAME: AIRPORT OPERATIONS

Course Credit: 6

No. of Teaching Hours.: 90 hrs

Course Outcomes: On successful completion of the course, the students will be able to

- **Airport Infrastructure Knowledge:** Understand the design and layout of airport facilities.
- **Efficient Passenger Handling:** Learn strategies for smooth passenger flow and customer service.
- **Safety and Security Procedures:** Comprehend protocols for airport safety and security management.
- **Regulatory Compliance Awareness:** Gain knowledge of aviation regulations and compliance requirements.

Unit 1: Introduction to Airline and Airport Management: History of Aviation- Development of Air transportation in India- Major players in Airline Industry-Market potential of Indian Airline Industry— Current challenges in Airline Industry, Competition in Airline Industry.

Unit 2: Introduction to Aircraft Science: History of Aircraft-Difference between Aircraft and Airplane-List of Civil Aircraft Manufacturing Companies – Classification of Airplanes-Physical Description of an Aircraft- Basic Science behind the Flight-Mechanics of the Flight-Parts of an Aircraft with definitions.

Unit 3: Airport Management: Types of Airports -Airport Facilities -Check-in Formalities - In-flight Services - Classes of Service and Comfort - Special Passengers - Baggage Handling – Procedures and Practices

Unit 4: Passenger Services at Ramp: Ramp Handling Procedure –Baggage Make up Area – Meaning – Procedure – Passenger Reconciliation - Meaning, Baggage Reconciliation - Meaning, Gate Know Show (GNS)-Procedure, Flight Cancellation and Denied Boarding Compensation Procedures – Death During Flight – Handling Procedure – Handling Procedure for Blind Passenger

Unit 5: Regulatory Bodies: DGCA, BCAS, ICAO, IATA - Airport and Airline Codes - World Time Zone - Landside and Airside – Areas – Terminal Building – Apron – Runway.

****Visit the Airport and report writing on topic suggested by faculty (handwritten/typed as suggested by faculty. The report writing structure shall consist of:**

1. **Front page with department and university name with logo, faculty name, and student name with semester and session mentioned)**
2. **Acknowledgement**
3. **Index Page**
4. **Content around 8-10 pages**
5. **References**

COURSE CODE: BTM6008T

COURSE NAME: NATURAL RESOURCES OF INDIA

Course Credit: 6

No. of Teaching Hours.: 90

Course Outcomes: On successful completion of the course, the students will be able to

- To know natural resources of India
- Significance and diversity of natural resources
- Adventure tourism facilitated by natural resources

Unit 1 Concept of Natural Tourism and its Significance, Mountain Ranges, Major Passes and peaks

Unit 2 Hill stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Srinagar, Kullu & Manali, Shimla, Mussoorie, Nainital, Mahabaleshwar, Chikmangulaur, Coorg, Wayanad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong, Tawang.

Unit 3 Beach Tourism Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches (5 five from each destination) in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands

Unit 4 National Parks & Wildlife Sanctuaries & Biosphere Reserves: meaning, definition and difference. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Hazaribag National Park, Simlipal National Park, Bhitarkanika National Park Kaziranga National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Sunderban National Park, Nilgiri Biosphere Reserve, Kanha National Park, Srishilam Wildlife Sanctuaries.

Unit 5 Adventure Tourism: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Land, Water and Air Based Adventure Sports and Tourism.

****Assignment: Prepare a presentation/project as suggested by faculty**

Suggested Readings:

- S.N. Mishra & S.K. Sadual, Basics of Tourism Management
- Dr. Chitra Garg, Travel India: A Complete Guide to Tourists
- Dr. Shubhada Marathe, Tourism Management
- Subhash Kulkarni, India The Journey - A Travel Book on India
- G.k. Pradhan, Towards the silver crests of the Himalayas
- Vanessa Betts, David Scott, Victoria McCulloch, Indian Himalayas
- Pratibha Gupta, Green Islands of the Andaman & Nicobar
- JagMohan Nehi, Adventure Tourism & Sports

SEMESTER 4

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
6	IV	DCC	BTM6009T	French	L	T	-	90	6	6	20	80	100	
		DCC	BTM6010T	Tour Leadership & guiding	L	T	-	90	6	6	20	80	100	
		DCC	BTM6011T	ENTREPRENEURSHIP	L	T	-	90	6	6	20	80	100	
		SEM	BTM6350T	Travel Documentation and Formalities	L	T	-	30	2	2	20	80	100	
Exit with Diploma in Tourism & Travel Management														

COURSE CODE: BTM6009T

COURSE NAME: FRENCH

Course Credit: 6

No. of Teaching Hours.: 90

Course Outcomes: On successful completion of the course, the students will be able to

- Understand basic of French language
- Learn basic vocabulary and grammar in French
- Able to introduce themselves in French

Unit 1:- Understanding the verbal system - The three groups of verbs and the three forms - affirmative, negative and interrogative in the present tense.

Unit 2:- Salutation, Professions, Nationalities, Presentation of oneself Introducing others Loisirs (Hobbies) Classroom Description, Les Jours de la semaine (the days of the week), Les mois de L'annee (The months of the year), Nombres - 1 to 100, Regarder L'heure et les années (Seeing Times & Years), Les pays et les monuments (Countries and monuments)

Unit 3:- Understanding the three groups of verbs and the three forms – affirmative, negative and interrogative in Future Tense. Family Description Maison (House) Meals & Beverages (4 meals) Vegetables, fruits & Drinks, Passport Letter writing - general Bio-Data Paris & the tourist attractions

Unit 4:- Grammaire, Article Défini, Article Indéfini Prépositions, Contractions, Adjectif Qualificatif, Singulier Pluriel, Pronominal, Négation, Comparatifs, Question Formation & Exercices

Unit 5: Impératif Négation Adjectifs Masculin-Féminin prépositions, Conjugaisons, Adjectifs démonstratifs, Pronoms Personnels & Exercices

****Assignment: Prepare topic to speak in classroom suggested by faculty**

Suggested Readings:

1. Bienvenue En France, Tome I by A. Monnerie. Chapters 8-13 Course De Langue Dt De
2. Civilisation Française. Book I. by G. Mauger. Chapters 15-22.

COURSE CODE: BTM 6010T

COURSE NAME: TOUR LEADERSHIP & GUIDING

Course Credit: 6

No. of Teaching Hours.: 90 hours

Course Outcomes: On successful completion of the course, the students will be able to

- Learn role and responsibility of tour leader & guide
- Duties of tour leader & guide at various stages of tour
- Group management

Unit 1 *Tour Leadership:* Introduction to tour leadership, Importance of a tour manager, Characteristics of tour escorting profession, the difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Challenges faced by a tour manager.

Unit 2 *Pre-trip Duties / Preparation:* Understanding group profile, trip details, checklist at the point of departure - Familiarisation with a destination - Liaison with local suppliers - Pre-tour documentation: Tour Leader's File - Travel Essentials for a tour manager

Unit 3 *On-tour responsibilities of a tour manager:* Responsibilities at the Airport: Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance - Luggage Responsibilities at the hotel: Check In, Check out, Rooming List, Meal requests, Making arrangements Responsibilities during sight-seeing tours On-Tour Operation / Conduct: Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a "Mental Picture" of Routing & Landmarks

Unit 4 *Responsibilities on coach:* Seat Allotment, Time management, Entertainment, Creating rapport within the group. Other responsibilities: The Professional Daily Briefing, taking care of logistics: Dine Around, Shopping, Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback

Unit 5 *Group management:* Group control and Setting Limits, handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep the group happy; Ethical and Professional Considerations, Tools of the trade for the tour manager, Understanding cross-cultural differences

****Take A Half Day city tour with guide authorized from Ministry of Tourism, Government of India**

****Assignment: Prepare a guiding script for any attractions/monuments suggested by faculty and demonstrate in class**

Suggested Readings:

1. Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers.
2. Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.
3. Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold.

COURSE CODE: BTM6011T

COURSE NAME: ENTREPRENEURSHIP

Course Credit: 6

No. of Teaching Hours.: 90

Course Outcomes: On successful completion of the course, the students will be able to

- Entrepreneurship management
- Entrepreneurial skills

Unit 1: Entrepreneurial Management- The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership. Managing growth; Harvesting and Exit Strategies;

Unit 2: Entrepreneurship, Creativity and Innovation - Stimulating Creativity; Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

Unit 3: Social Entrepreneurship - Corporate Entrepreneurship, Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early-Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up

Unit 4: Family Business and Entrepreneurship - The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms; Culture and evolution of family firm; Managing Business, family and shareholder relationships; Conflict and conflict resolution in family firms; Managing Leadership, succession and continuity;

Unit 5: Financing the Entrepreneurial Business- Valuation of a new company, Financing entrepreneurial ventures; Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

****Assignment: Prepare a presentation/project as suggested by faculty**

Suggested Readings:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
4. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.

COURSE CODE: BTM 6350 T
COURSE NAME: TRAVEL DOCUMENTATION & FORMALITIES

Course Credit: 2

No. of Teaching Hours.: 30

Course Outcomes: On successful completion of the course, the students will be able to

- To understand the essential Travel Formalities
- To understand various Travel Documents required in International Travel
- To understand of different Regulations associated with international travel

Unit 1: Introduction to Travel Formalities: Passport-Meaning, Documents required to obtain Indian Passport, Procedure to obtain Indian Passport, Types of Passports and Charges. VISA: Meaning and Definitions, Types of VISAs, VISA stamping consulates in India, Common documents required to obtain Indian VISA

Unit 2: Travel Regulations: Immigration, Customs, Duty Free Shop at Airport, Restricted Area Permit (RAP) and Inner Line Permit (ILP) Health Regulations, Vaccination Certificates, Quarantine Guidelines, Travel Insurance, Coverage under Travel Insurance Claims

Unit 3: Ancillary Services: Currency Exchange, International SIM, International Driving License, Disabled Traveller requirements, Baggage rules and regulations

Unit 4: Organizations associated with International Travel, Passport Seva, Consular, Passport & Visa Division, Ministry of External Affairs, Government of India. Embassy & Consulates in India, Sea Port Authority, DGCA, ICAO, IATA.

Unit 5: Filling of VISA Applications, Documents the leading companies issuing travel Insurance, Time-bound travel regulations (For e.g., COVID-19 regulations), Filling of the tour booking form and cancellation procedures adopted by travel agencies and tour operators.

****Assignment: Prepare a presentation/project on a topic suggested by the faculty.**

****Analyse various forms of Travel & Tourism formalities**

Skill Developments Activities:

- Filling of VISA Applications.
- Document the leading companies issuing Travel Insurances.
- Time bound travel regulations (For ex. COVID 19 Regulations).
- Filling of tour booking form.
- Cancellation procedures adopted by travel agencies and tour operators.

Reference Books:

1. Travel Agency Management: An Introductory Text - Mohinder Chand
2. Travel Agency and Tour Operations – Jagmohan Negi
3. International Travel Management - A K Bhatia

SEMESTER 5

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
7	V	DSE	BTM7100T	Adventure Tourism	L	-	-	60	4	6	20	80	100	
			BTM7100P	Adventure Tourism	-	-	P	120	2		20	80	100	
			BTM7101T	Eco Tourism	L	-	-	60	4	6	20	80	100	
			BTM7101P	Eco Tourism	-	-	P	120	2		20	80	100	
			BTM7102T	Cargo operations	L	-	-	60	4	6	20	80	100	
			BTM7102P	Cargo Operations	-	-	P	120	2		20	80	100	
			BTM7103T	Airline Ticketing & fare calculations	L	-	-	60	4	6	20	80	100	
			BTM7103P	Airline Ticketing & fare calculations	-	-	P	120	2		20	80	100	
			BTM7104T	Event Management	L	T	-	90	5+1	6	20	80	100	
			BTM7105T	Tourism Marketing and Management	L	T	-	90	5+1	6	20	80	100	
		SEM	BTM7351T	Itinerary & Package Preparation	L	-	P	30	2	2	20	80	100	

COURSE CODE: BBA TT 7100 T

COURSE NAME: ADVENTURE TOURISM (T)

Course Credit: 4

No. of Teaching Hours.: 60

Course Outcomes: On successful completion of the course, the students will be able to

- Understand the basic concepts of Adventure Tourism and different types of Adventure Tourism activities.
- Understand the Tools and equipment used for Adventure Tourism.
- Be aware of the Adventure tourism organizations and Institutes in India.

Unit 1: Basic Concept of Adventure Tourism: Meaning, Definition, Concept, nature and scope of Adventure Tourism, Risks associated with Adventure activities, impacts of adventure tourism

Unit 2: Land based adventure activities: Mountaineering, Trekking, Rock Climbing, safaris, Motor rallies, Camping, zip lining, skiing, bush walking, Nature walk, Bird watching, zorbing, canopy walk, cave exploring. Safety and security measures, Popular tourist destinations for land-based adventure activities in India.

Unit 3: Water based adventure activities: Rafting, Kayaking, Canoeing, surfing, water skiing, scuba diving, snorkelling, sea-walk, parasailing, sky boarding, Tools and equipment used in water-based adventure tourism, Safety and security measures, Popular tourist destinations for water-based adventure activities in India

Unit 4: Air based adventure activities: Paragliding, hot air ballooning, bungee jumping, sky diving, parachute, Air swing. Safety and security measures, Popular tourist destinations for air-based adventure activities in India

Unit 5: Adventure tourism in Rajasthan, ATOAI, Himalayan Mountaineering Institute, National Institute of water sports, Indian Institute of skiing and mountaineering, Jawaharlal Nehru Institute of mountaineering and water sports.

****Assignment: Prepare a project on a topic suggested by the faculty.**

Skill Developments Activities:

- List out the destinations for Adventure tourism in India.
- Write the guidelines for doing a PADI certified scuba diving course.
- Analyse the pros and cons of Adventure activities in India.
- List down the major courses offered for training of Adventure activities in India

Reference Books:

- Bukley. R - Adventure Tourism Management. Routedledge Publishers
- Malik S.S - Potential of adventure tourism in India. Agam Kala Prakashan Publishers
- Negi J. – Adventure Tourism and Sports: Risks and Challenges. Kanishka Publications

COURSE CODE: BBA TT 7100 P

COURSE NAME: ADVENTURE TOURISM (P)

Course Credit: 2

No. of Teaching Hours.: 120

Course Outcomes: On successful completion of the course, the students will be able to

- Explore the different types of Adventure Tourism activities.
- Understand the Tools and equipment used for Adventure Tourism

Practical: Visit any national adventure tourism site in India

Study Tour Report and Viva Voce- 1

(Study Tour Report should be hand-written by the individual students only (typed report will not accepted for evaluation purposes).

Evaluation Pattern:

Particulars	Marks
<i>Study Tour Report</i>	<i>20</i>
<i>Viva Voce</i>	<i>80</i>
<i>Total</i>	<i>100</i>

The objective of this paper is to enable the students to develop and relate theory to practice, to help them get practical exposure in organizing a tour which will further help them to:

1. Develop knowledge and understanding of different stakeholders of travel and Tourism industry.
2. Analyse and appraise a particular form of tourism and tourism business at a specific destination.
3. Develop the overall ability and expertise from where to conduct a review/situational/observational analysis of the tourism industry at the Regional/National Level.

Note: A faculty member shall accompany the students to take care of stay, movement, sightseeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour, the students are required to prepare Study Tour Report and face the viva-voce examination.

COURSE CODE: BTM 7101T
COURSE NAME: ECO – TOURISM

Course Credit: 4

No. of Teaching Hours.: 60

Course Outcomes: On successful completion of the course, the students will be able to

- The conceptual background of Eco-Tourism

Unit 1: Emergence of Ecotourism, concept and definitions, growth and development of Ecotourism principles, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism

Unit 2: Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.

Unit 3: National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population

Unit 4: Eco Tourism and Development: Community awareness and participation
Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation

Unit 5: Eco Tourism practices Case Studies

****Assignment: Prepare a project on a topic suggested by the faculty.**

COURSE CODE: BTM 7101P
COURSE NAME: ECO – TOURISM

Course Credit: 2

No. of Teaching Hours.: 120

Course Outcomes: On successful completion of the course, the students will be able to

- The conceptual background of Eco-Tourism

Practical: Visit any Eco-tourism site in India

Prepare a presentation based on any site suggested by faculty including your experience of Eco-tourism site visited as mentioned above (add pictures taken by you at Eco-Tourism Site)

Project report journaling your experience of site visited.

The report writing/presentation structure shall consist of:

1. Front page with department and university name with logo, faculty name, and student name with semester and session mentioned)
2. Acknowledgement
3. Index Page
4. Content around 8-10 pages
5. References if any

Evaluation Pattern:

Particulars	Marks
Project Report	20
Presentation	80
Total	100

COURSE CODE: BTM 7102T

COURSE NAME: CARGO OPERATIONS & MANAGEMENT

Course Credit: 4

No. of Teaching Hours.: 60

Course Outcomes: On successful completion of the course, the students will be able to

- Know cargo handling
- Learn cargo rules & regulations

Unit 1: Cargo Handling History, Definitions, common terms used in cargo handling, Airway bills/Consignment note, booking procedure, Domestic/International, Packing, Declarations, Documentation, weight, security clearance, Loading, Cargo arrival, checklist, perishable, international import & export license, Purchase intended, invoice, packing list, certificate of origin, custodian, shipping bill, customs, import of cargo, electronic data interchange.

Unit 2: Type and nature of cargo General cargo, precious cargo, livestock, Human organ, Human remains, arms and communication, dangerous goods, mail, diplomatic mail, Use of cargo guide.

Unit 3: Rates and tariff Normal cargo rates, minimum rates, quantity rate, specify commodity rate, class cargo rate, valuation charge, volume metric rate, cartage charge, demurrage charge, fuel surcharge, to pay charge, documentation and statistical charge.

Unit 4: IATA cargo agent Role of agent, consolidation, role of other agency in cargo movement, Ground support division, security division, flight dispatch, passenger handling, accounts, customs, custodian, chamber of commerce, Export promotion council.

Unit 5: Complaints and claims in cargo Human behaviour, Late receipt, short receipt, pilferage, logistics, sea cargo, bill of lading, marine insurance, inland container depot, letter of credit, bill of entry, multimode transportation, Govt. incentives.

****Assignment: Prepare a project on a topic suggested by the faculty.**

COURSE CODE: BTM 7102T

COURSE NAME: CARGO OPERATIONS & MANAGEMENT

Course Credit: 2

No. of Teaching Hours.: 120

Course Outcomes: On successful completion of the course, the students will be able to

- Understand practicalities of cargo handling

Prepare a presentation and project report based on any topic related to the subject.

The project report / presentation writing structure shall consist of:

1. **Front page with department and university name with logo, faculty name, and student name with semester and session mentioned)**
2. **Acknowledgement**
3. **Index Page**
4. **Content around 8-10 pages**
5. **References if any**

Evaluation Pattern:

Particulars	Marks
Project Report	20
Presentation	80
Total	100

COURSE CODE: BTM 7103T

COURSE NAME: AIRLINE TICKETING & FARE CALCULATIONS

Course Credit: 4

No. of Teaching Hours.: 60

Course Outcomes: On successful completion of the course, the students will be able to

- Understand workings of airline industry
- International rules and regulations
- IATA conduct

Unit 1 *Introduction* to the airline industry. Important international conventions: Warsaw convention, Bermuda convention and Chicago convention. Freedoms of air. IATA Traffic conference areas and sub-areas. Management of airlines: types of airlines; airlines personnel and revenue earning; airport management. Latest trends in aviation in India. Problems and prospects of Indian aviation industry.

Unit 2 *Familiarisation with OAG*: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarisation with air tariff; currency regulation, NUC conversion factors, general rules; IATA bill settlement plan.

Unit 3 *Planning itinerary by air*: itinerary terms, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routeing systems, mileage principles, fare construction with extra mileage allowance (EMA), extra mileage surcharge (EMS).

Unit 4 *Fare calculation*: higher intermediary points (HIP); circle trip minimum checks (CTM); backhaul minimum check (BHC), add-ons, general limitations on indirect travel, special fares.

Unit 5 *Documentation*: Travel information manual, passport, visa, currency regulations, customs regulations, health regulations, immigration formalities at the airport for inbound and outbound tourist.

****Assignment: Prepare a project on a topic suggested by the faculty.**

COURSE CODE: BTM 7103T

COURSE NAME: AIRLINE TICKETING & FARE CALCULATIONS

Course Credit: 2

No. of Teaching Hours.: 120

Course Outcomes: On successful completion of the course, the students will be able to

- Know practicalities of airlines and ticketing & fare calculations

Prepare a presentation and project report based on any topic related to the subject.

The project report and presentation writing structure shall consist of:

1. **Front page with department and university name with logo, faculty name, and student name with semester and session mentioned)**
2. **Acknowledgement**
3. **Index Page**
4. **Content around 8-10 pages**
5. **References if any**

Evaluation Pattern:

Particulars	Marks
Project Report	20
Presentation	80
Total	100

COURSE CODE: BTM 7104T

COURSE NAME: EVENT MANAGEMENT

Course Credit: 6

No. of Teaching Hours.: 90

Course Outcomes: On successful completion of the course, the students will be able to

- To understand the techniques and strategies required to plan an event.
- To understand the technical aspects of event logistics.
- To identify and develop event resources.

Unit 1 Understand event-type of events, reason and need for events, role of event management company. Introduction to planning, Meaning & Defining planning, Characteristics of Good Planner, SWOT Analysis.

Unit 2 Understand Process- Meaning, Need, And Benefits of a Process, Steps for Creating Process, Planning event _ Determining the purpose of your event, Types of Events for Your Business, What's the Goal of Your Event, understanding Your Event's Audience.

Unit 3 Events for Amping Up Marketing and Sales 'Events to start and enhance Awareness, Events to increase Productivity, Crossover –Events, Identifying the scope and Size of the Event, Social versus Business Aspects, Outlining the Needs, Set your Event Vision, Assessment of information, Design objectives for your events.

Unit 4 Event Planning Process, Creation of Concept, Brainstorming for concept, Creativity, Budgeting of event. The Budget's Purpose, Budget Line Items, other costs to consider, , Drafting a Budget, Activating a Budget, Keeping a Budget on Track.

Unit 5 Staffing and Vendors, breaking down the event, outsourcing strategies, Negotiating Tactics, Accountability and Responsibility

****Assignment: Prepare a project on a topic suggested by the faculty.**

Suggested Readings:

1. Start And Run Event Planning Business, by Cindy Lamierie,- Self Counsel Press, 01 Sep.- 2004,ISBN-1551803674
2. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son' Publication
3. Event planning Prr : 3/E: Your Step-by-Step Guide to Success -Entrepreneur, Cheryl Kimball (Author) – Publication, Date: June 13,2011

COURSE CODE: BTM 7105 T

COURSE NAME: TOURISM MARKETING & MANAGEMENT

Course Credit:

No. of Teaching Hours.:

Course Outcomes: On successful completion of the course, the students will be able to

- Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.

Unit 1: Marketing: Introduction to tourism marketing: Definition; nature & scope of tourism marketing; process growth of tourism marketing. Understanding the needs, want, demands, value and satisfaction, evolution of marketing.

Unit 2: Market targeting: Concept of market segmentation; targeting and positioning. Types of segmentation; Marketing mix.

Unit 3: Product issues: Types of products; product mix dimensions; product strategies, product life cycle.

Unit 4: Pricing: Concept of price, factor influencing tourism pricing, method of price fixation; pricing strategies. Distribution channels- Nature importance distribution system. Marketing intermediaries.

Unit 5: Promotion: Concept of Promotion and Communication; objectives and importance of marketing promotion and communication; promotion mix; components of promotion mix; factor affecting promotion mix, types of marketing promotion and communication tools.

****Assignment: Prepare a project on a topic suggested by the faculty.**

Reference books:

- Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi: Macmillan India Limited. (L)
- Dasgupta, Devashish (2010). Tourism Marketing. New Delhi: Pearson Education. (L)
- Middleton, Victor (2001). Marketing in Travel and Tourism, 3/e. New Delhi: Butterworth-Heinemann. (L)
- Kotler, Philip, Bowen, John and Makens James (2009). Marketing for Hospitality and Tourism. New Delhi: Prentice Hall/ Pearson Education. (L)

COURSE CODE: BTM7351T

COURSE NAME: ITINERARY & PACKAGE PREPARATION

Course Credit:

No. of Teaching Hours.:

Course Outcomes: On successful completion of the course, the students will be able to

- Understand complexities of itinerary making
- Essential components for itinerary making
- Make itinerary of as per demand

Unit 1: Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't of Itinerary Preparation

Unit 2: Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group- Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management

Unit 3: The concept of Costing: Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit 4: Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

Unit 5: Travel Documentation: Familiarisation with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card.

****Assignment: Prepare a project on an any topic allotted by faculty , including itinerary making of any destination as per details suggested by the respective faculty.**

Suggested Readings:

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Roday S., Biwal A.& Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.

SEMESTER 6

Level	Semester	Course Type	Course Code	Course Title	Delivery type per week			Total hours	Credits	Total Credits	Internal marks	EoSE Marks	Max. Marks	Remarks
					L	T	P							
7	VI	DSE	BTM7106T	Data Interpretation & Report Writing				540 hrs	18	18	20	80	100	
		SEM	BTM7352	Computer/ CRS	-		P	30	2	2	20	80	100	

COURSE CODE: BTM7106T

COURSE NAME: INDUSTRIAL TRAINING AND VIVA VOCE

Course Credit: 18

No. of Teaching Hours.: 540 hours.

Industrial Training Report and Viva Voce

Each student shall select one Tourism/Hospitality organization for his/her training after completing the 5th-semester examination. The student shall study various departments' profiles, organization structure, and operational procedures and submit a training report during the 6 Semester. The department's Examiners shall evaluate the Internship Report for 20 Marks, and the viva voce shall be conducted by the examiner for 80 marks, which shall be added in the 6 Semester 100 Marks.

The project report and presentation structure shall consist of:

- 1. Front page with department and university name with logo, faculty name, and student name with semester and session mentioned)**
- 2. Acknowledgement**
- 3. Index Page**
- 4. Content around 8-10 pages**
- 5. References if any**

PARTICULARS	HOURS	MARKS
Internship	360 hours (45 days*8hours a day)	N/A
Internship Report	180 hours	20 Marks
Viva Voce based on Internship Report & Presentation	N/A	80 Marks
Total	560 Hours	100 Marks

Note:

1. Travel Agency Tour Operator - IATA Approved/ DOT Approved/Approval from Central /State Level
2. Hotels/ Resort - 3 Star/4 Star/5 Star Hotel.
3. Event Management Company - Reputed and Leading Company
4. Airport (International/Domestic)

Course Code: BTM 7105 T

Course Name: Computer / CRS

Course Credit: 2

No. of Teaching Hours.: 30

Course Outcomes: On successful completion of the course, the students will be able to

- Understand the Fundamentals of computer
- Work in Microsoft word Document effectively
- Effectively communicate through email

Unit 1: Fundamentals of Computer Introduction – Objectives - Computer, Mobile/ Tablet and their application - Components of a Computer System - Central Processing Unit- Common Input & Output devices - USB ports and Pen Drive - Connecting Power cord, Keyboard, Mouse, Monitor and Printer to CPU

Unit 2: Word Processor: Introduction – Objective -Word Processing Basic - Opening Word Processing Package - Title Bar, Menu Bar, - Toolbars & Sidebar - Creating a New Document - Opening and Closing Documents Opening Documents - Save and Save As - Closing Document - Using The Help - Page Setup - Print Preview - Printing of Documents - PDF file and Saving a Document as PDF file - Document manipulation & Formatting - Text Selection - Cut, Copy and Paste - Font, Color, Style and Size selection - Alignment of Text - Undo & Redo - Spelling & Grammar - Shortcut Keys

Unit 3: Internet: Introduction – Objectives – Internet - protocols: HTTP, HTTPS, FTP - Concept of Internet & WWW - Website Address and URL - Applications of Internet - Modes of Connecting Internet (Hotspot, Wi-Fi, LAN Cable, Broadband, USB Tethering) - Popular Web Browsers (Internet Explorer/Edge, Chrome, Mozilla Firefox,) - Exploring the Internet - Surfing the web - Popular Search Engines - Searching on Internet

Unit 4: E-mail: Introduction -Objectives - Structure - protocols: SMTP, IMAP, POP3 - Opening Email account - Mailbox: Inbox and Outbox - Creating and Sending a new E-mail - CC – BCC- Replying -Mail Merge Forwarding - attachments – Scheduling – Password Protect – Delete.

Unit 5: Skill Developments Activities: Use Word document to prepare Resume Draft a Covering letter using Word Processor

****Assignment: prepare a project on any topic suggested by respective faculty**