

# CERTIFICATE (BACHELOR IN TRAVEL AND TOURISM MANAGEMNET)

## Year 1 (Semester 1+2)

<b>Programme/Class: Certificate (BTM)</b>	<b>Year: First</b>	<b>Semester: First</b>
<b>Course/paper- 1 (A) (Major)</b>		
<b>Course Code: BTM 101</b>	<b>Course Title: Principles of Management and Organization Behaviour</b>	
<b>Course objective:</b> The course aims at providing basic knowledge of Management to the students and its usage in business organization.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	<b>No. of Lectures = 45</b> <b>(30 Theory+15 Practical)</b>
I	Definition Of Management, Characteristics Of Management, Management Functions, Nature Of Management, Management Vs. Administration, Levels Of Management, Managerial Skills, Role Performed By Managers, Characteristics Of Professional Managers, Principles Of Management, Significance Of Management	8+4
II	Fayol's General Principles Of Management, Understanding Management As Concept, Process Of Management, Planning, Organisation, The Concept Of, Decision Making, 'Authority' And 'Power', Authority And Accountability, Meaning Of Decentralization, Distinction Between Responsibility And Delegation, Recruitment and Selection	7+4
III	Introduction to Organizational Behaviour, Scientific Management Approach, Bureaucratic Approach, Nature of OB, OB –As an Interdisciplinary Approach, Importance and Scope of Organizational Behaviour, Limitations of Organizational Behaviour Individual Behaviour, Individual Differences, Personality, Personality Traits, Determinants of Personality, Perception, Basic Perceptual Process, Halo Effect, Stereotyping, Impression Management, Learning	7+4
IV	Motivation and behavioural management in organizations-definition and applications , Management by Objectives (MBO), Group Behaviour, Definition of a Group, Need And Importance for a Group, Types Of Groups, Group Cohesiveness. Leadership- Definition, Features of Leadership, Importance of Leadership, Difference between Leadership and Management, Types of Leadership Introducing Organizational Culture, Change and Development .Stress Management in Organizations	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Sherlekar &amp; sherlekar</li> <li>● Luthaus Fred</li> <li>● Hersey and Blanchard</li> <li>● Mamoria. C.B.</li> <li>● Koontz. Harold, &amp; O'Donnel</li> <li>● Koontz &amp; Weirich</li> <li>● Dale, Earnest</li> <li>● Prasad, L M,</li> </ul>	<ul style="list-style-type: none"> <li>: Modem Business Organisation &amp; Management</li> <li>: Organizational Behavior.</li> <li>: Management of Organisational Behaviour.</li> <li>: Personnel Management</li> <li>: Essentials of Management</li> <li>: Introduction to Management</li> <li>: Principles of Management</li> <li>: Principles of Management</li> </ul>	
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
<b>Course outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>1. Understand Management &amp; its function</li> <li>2. Explain Principles of Management</li> </ol>		

3. Understand the basics of organizational behaviour
4. Explain MBO & Leadership.

<b>Programme/Class: Certificate (BTTM)</b>		<b>Year: First</b>	<b>Semester: First</b>
<b>Course/paper- 1 (B) (Major)</b>			
<b>Course Code: BTTM101</b>		<b>Course Title: Fundamental of Tourism</b>	
<b>Course objective:</b> The course aims at providing basic knowledge of Tourism, Travel & Typology of Tourism.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>	<b><u>No. of Lectures =45</u> (30 Theory+15 Practical)</b>	
<b>I</b>	<ul style="list-style-type: none"> <li>• Definition of tourism</li> <li>• History of tourism</li> <li>• Nature and importance of tourism</li> <li>• Components and typology of tourism</li> </ul>	8+4	
<b>II</b>	<ul style="list-style-type: none"> <li>• Tourism as an industry</li> <li>• Visitor ,Tourist, Excursionist</li> <li>• Basic travel motivators</li> <li>• Concept of Domestic and International tourism.</li> <li>• Various travel documents Passport, VISA, Health, Economic etc.</li> </ul>	7+4	
<b>III</b>	<ul style="list-style-type: none"> <li>• Significance and Impacts tourism:- <ul style="list-style-type: none"> <li>• Social</li> <li>• Cultural</li> <li>• Economic</li> <li>• Environmental</li> </ul> </li> </ul>	7+4	
<b>IV</b>	<ul style="list-style-type: none"> <li>• Selective contemporary trends in tourism</li> <li>• Growth and development of Tourism in India.</li> <li>• National and International Trade Associations &amp; Organizations- TAAI, IATO, UNWTO, PATA, IATA, UFTAA, ICAO.</li> </ul>	7+4	
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Tourism Concepts and Principles-</li> <li>• Key Concepts in Tourism-</li> <li>• Tourism Concepts</li> </ul>		<ul style="list-style-type: none"> <li>J.M Mishra and S.K Swain, Oxford</li> <li>L Lomine and J Edmunds, Palgrave Macmillan</li> <li>Richard Butler</li> </ul>	
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ			
Suggested equivalent online courses:			
Further Suggestions:			
<b>Course outcome:</b> At the end of the course the students would be able to:			
<ol style="list-style-type: none"> <li>1. Understand History of Tourism &amp; its components</li> <li>2. Explain Concept of Tourism &amp; Travel documents</li> <li>3. Understand the Significance and Impacts tourism</li> <li>4. Understand trends &amp; National and International Trade Associations &amp; Organizations</li> </ol>			

<b>Programme/Class: Certificate (BTTM)</b>		<b>Year: First</b>	<b>Semester: First</b>
<b>Course/paper- 2 (A) (Major)</b>			
<b>Course Code: BTTM102</b>		<b>Course Title: Communicative English</b>	
<b>Course objective:</b> The Course aims at providing students insight about the grammar and their appropriate usage in business Communications.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
<b>I</b>	Introduction to business communication, importance and objectives, types of communication, formal and informal network, upward, downward, horizontal and lateral, grapevine :single strand, gossip, cluster, probability, importance of grapevine Process of communication, corporate communication ,miscommunication or barriers to communication, principles of communication-7C's.		8+4

<b>II</b>	Verbal communication – importance, types. Need, functions and components of business letter, drafting of letters, enquiry letter, placing an order, complaints and follow up letter, sales letter, circulars, application for employment, resume, notice, agenda, memo.	7+4
<b>III</b>	Oral Presentation- principles of oral presentation, factors affecting presentation, Non – verbal communication : appearance, body language, para language, time, space, silence. Effective listening – factors affecting listening, improving listening	10+4
<b>IV</b>	Interviews, types, characteristics, how to conduct effective interviews. Communication models- David Berlo’s SMCR Model, Shannon and Weaver’s model, Westley and Mac lean Model.	4+4
<b>Suggested Readings:</b>		
Business Communication : T N Chabbra		
Business Communication : R C Bhatia		
Business Communication : V Badi and K Karuna		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		
<b>Course Outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>1. Discuss features and process of communication</li> <li>2. Classify various types of communication</li> <li>3. Solve barriers to effective communication</li> <li>4. Assess their written communication skills</li> <li>5. Evaluate their oral communication</li> </ol>		

<b>Programme/Class: Certificate (BTTM)</b>		<b>Year: First</b>	<b>Semester: First</b>
<b>Course/paper- 2 (B) (Major)</b>			
<b>Course Code: BTTM102</b>		<b>Course Title : Destination Geography (India)</b>	
<b>Course objective:</b> This paper would make students learn Tourism Geography of India.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>	<b><u>No. of Lectures = 45</u> (30 Theory+15 Practical)</b>	
I	<b>Fundamental of Geography</b> <ul style="list-style-type: none"> <li>● Definitions of Geography and Tourism Geography</li> <li>● Major land forms &amp; Physical features</li> <li>● Impact of Climate on Tourism</li> <li>● Vegetation and Tourism</li> <li>● Role of Geography in Tourism</li> </ul>	8+4	
II	<b>Indian Sub- Continent</b> <ul style="list-style-type: none"> <li>● Major physical features</li> <li>● Indian Climate</li> <li>● Natural Vegetation</li> </ul>	7+4	
III	<ul style="list-style-type: none"> <li>● Indian States &amp; Union Territories: Their location and important cities</li> <li>● City and Airport Code of Indian Cities</li> </ul>	7+4	
IV	<ul style="list-style-type: none"> <li>● Cartography, Map projections</li> <li>● Understanding and reading maps.</li> <li>● Drawing maps and marking important places</li> </ul>	7+4	

**Suggested Readings:**

- A Social & economic Atlas of India, Oxford University Press, Delhi.
- David Collins & the Diagram Group, The Travel & Tourism resource Pack, Cambridge University Press.
- General Geography of India, NCERT T, New Delhi.
- KK Gupta & V.C. Tyagi, working With Maps, Surveys of India, Dehradun.

Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ

Suggested equivalent online courses:

Further Suggestions:

**Course outcome:** At the end of the course the students would be able to:

1. Understand basics of Indian Geography
2. Explain Indian Sub-continent
3. Understand the Indian states & UTs
4. Understand Cartography & reading maps

Programme/Class: Certificate (BTM)		Year: First	Semester: First
<b>Course/paper- 3 (A) (Major)</b>			
Course Code: BTM103		Course Title : Tourism Resources of India	
Course objective: To familiarize students with the various tourism resources in India.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
Unit	Topics	<u>No. of Lectures = 45</u> (30 Theory+15 Practical)	
I	<ul style="list-style-type: none"> <li>• Tourism product: Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products.</li> </ul>	8+4	
II	<b>Architecture</b> <ul style="list-style-type: none"> <li>• Archaeological sites</li> <li>• Forts &amp; Palaces</li> <li>• Religious monuments</li> </ul>	7+4	
III	<b>Arts</b> <ul style="list-style-type: none"> <li>• Paintings &amp;</li> <li>• Sculptures</li> <li>• Museums</li> <li>• Art Galleries</li> </ul>	7+4	
IV	<b>Natural tourist resources:-</b> <ul style="list-style-type: none"> <li>• Land forms and landscapes</li> <li>• Mountains as tourism products</li> <li>• Deserts as tourism product</li> <li>• Coastal and island products</li> <li>• Wildlife Sanctuaries and National Parks in India</li> </ul>	7+4	

**Suggested Readings:**

1. Gupta I.C : Tourism Products
2. Brown Percy : Indian Architecture, vol. 1 & 2
3. Basham A.I : The Wonder that was India.
4. Banetjee B.N : Hindu Culture, Customs & Ceremonies.
5. Deva B.C : Musical Instruments

Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ

Suggested equivalent online courses:

Further Suggestions:

**Course outcome:** At the end of the course the students would be able to:

1. Understand basics of Tourism Products
2. Gain knowledge about Archaeological sites, forts & monuments
3. Understand paintings Sculptures, Museums & Art Galleries
4. Understand the Natural tourist resources

<b>Programme/Class: Certificate (BTTM)</b>	<b>Year: First</b>	<b>Semester: First</b>
<b>Course/paper- 3 (B) (Major)</b>		
<b>Course Code: BTTM103</b>	<b>Course Title : Tourism Industry Orientation</b>	
<b>Course objective:</b> This paper would provide adequate exposure in the Tourism Industry		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	<u>No. of Lectures = 45</u> (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> <li>● Outline of sectors associated with tourism industry.</li> <li>● Travel Agencies –origin, meaning, types, role ,prominent companies, job opportunities</li> <li>● Tour Operators-meaning, types, role, major players, job opportunities</li> </ul>	8+4
II	<ul style="list-style-type: none"> <li>● Disintermediation and Online Travel Agencies-role ,prominent companies, job opportunities</li> <li>● Indian Aviation-introduction, evolution, major airlines , recent reforms, air alliances</li> </ul>	7+4
III	<ul style="list-style-type: none"> <li>● Introduction of hospitality sector, potential, types of hotels, prominent hotel chains</li> <li>● Air Cargo sector , sub-units of air cargo ,prominent companies</li> </ul>	10+4
IV	<ul style="list-style-type: none"> <li>● Overview and potential of MICE tourism in India</li> <li>● Career in event management, skills required, prominent companies</li> <li>● Concept of Entrepreneurship, Prominent and recent entrepreneurial ventures of tourism sector</li> </ul>	4+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Gupta I.C : Tourism Products</li> <li>● Brown Percy : Indian Architecture, vol. 1 &amp; 2</li> <li>● Basham A. I : The Wonder that was India.</li> <li>● Banetjee B.N : Hindu Culture, Customs &amp; Ceremonies.</li> <li>● Deva B.C. : Musical Instruments</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestion		
<b>Course outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>1. Understand basics of Tourism sectors</li> <li>2. Gain knowledge about Travel agencies &amp; Indian Aviation</li> <li>3. Understand Hospitality sector</li> <li>4. Understand basics of Event management, MICE</li> </ol>		

<b>Programme/Class: Certificate (BTTM)</b>	<b>Year: First</b>	<b>Semester: SECOND</b>
<b>Course/paper- 4 (A) (Major)</b>		
<b>Course Code: BTTM201</b>	<b>Course Title: ESSENTIALS OF MARKETING</b>	
<b>Course objective:</b> The basic objectives of this course are to impart knowledge of different quantitative methods & operations Techniques used in Marketing.		

Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	<b>No. of Lectures = 45</b> (30 Theory+15 Practical)
I	Marketing, meaning and definition, evolution of marketing, core marketing concepts and marketing realities. Developing marketing strategies and plans, Marketing Mix, Marketing information and Marketing research.	8+4
II	Consumer buyer behavior- models of consumer buyer behaviour, Consumer buyer decision process, Market segmentation of forecasting, Target and positioning.	7+4
III	Product planning and development, Product life cycle, Branding, Pricing Place Mix-channel management and co-ordination.	7+4
IV	Promotion mix- Advertising,, Publicity, Sales Promotion, personal selling & Public relation. Marketing of services, Marketing strategy for Tourism.	7+4
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Kotler, Phillip : Marketing Management</li> <li>2. Kotler, Keller, Koshy &amp; Jha : Marketing Management</li> <li>3. Jha,S.M. : Tourism Marketing</li> </ol>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand basics of Marketing</li> <li>2. Gain knowledge about Consumer Behaviour</li> <li>3. Understand Product Life Cycle</li> <li>4. Understand Promotion Mix</li> </ol>		

<b>Programme/Class: Certificate (BTM)</b>	<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/paper- 4 (B) (Major)</b>		
<b>Course Code: BTM201</b>	<b>Course Title: BASICS OF ACCOUNTING</b>	
<b>Course objective:</b> The Paper aims at enable students to understand the basics of Accounting		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Un it	Topics	<b>No. of Lectures = 45</b> (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> <li>• Need for accounting technology, definition of accounting systems, accounting principles concepts and conventions, double entry systems, bookkeeping and accounting classification of accounts, rules for debit &amp; credit.</li> <li>• Recording of Transactions: Journal, Ledger, Subsidiary books of accounts, Cash book; Trial Balance.</li> <li>• Bank Reconciliation Statement and Rectification of Errors.</li> </ul>	8+4

II	<ul style="list-style-type: none"> <li>Adjustment entries, depreciation, prepaid expenses, outstanding expenses, accrued incomes provision for bad &amp; doubtful debts, provision for division, etc.</li> <li>Final accounts: Manufacturing account, Trading accounts; Profit &amp; Loss account, balance sheet.</li> </ul>	7+4
II I	<ul style="list-style-type: none"> <li>Introduction to cost accounting, principles of cost accounting usage.</li> <li>Gathering of cost information, cost unit, cost centers.</li> <li>Classification of costs- nature and behaviour</li> <li>Cost Sheet</li> <li>Cost accumulation and cost objectives, direct and indirect costs, prime cost, sources of cost information.</li> </ul>	7+4
IV	<ul style="list-style-type: none"> <li>Operating Costing</li> <li>Budgeting</li> <li>Cost systems-Marginal costing and standard costing</li> <li>Cost Audit.</li> </ul>	7+4
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>Maheswari. S.N. &amp; S.K : An Introduction to Accountancy</li> <li>Grewal. T.S : An Introduction to Accountancy</li> <li>Maheshwari. S.N &amp; S. K : Principles &amp; Practices of Accountancy</li> <li>Bhar : Cost Accounting;Methods &amp; Problems</li> <li>Sharma. R.K : Management accounting in hotel Industry in Indian</li> </ol>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		
<b>Course outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>Understand basics of accounting system &amp; principles</li> <li>Gain knowledge about entries, P&amp;L , balance sheet</li> <li>Understand Cost accounting</li> <li>Understand Budgeting &amp; Cost Audit</li> </ol>		

<b>Programme/Class: Certificate (BTTM)</b>		<b>Year: First</b>	<b>Semester: second</b>
<b>Course/paper- 5 (A) (Major)</b>			
<b>Course Code: BTTM202</b>		<b>Course Title: COMPUTER APPLICATIONS</b>	
<b>Course objective:</b> The Paper helps students to understand the fundamental of Computer applications.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>	
I	<ul style="list-style-type: none"> <li>Computer: History, classification, generations.</li> <li>Hardware- Input, Output, Storage Devices</li> <li>Software- System, application software, Computer Languages, Memory, Windows Operating Systems and Concept of GUI</li> </ul>	8+4	
II	<ul style="list-style-type: none"> <li>Windows XP - Features Running Application. Desk Top, Task Bar, Types of Buttons, window, parts of a windows, window Manipulation, Dialog Boxes, My Computer, File/Directory Manipulation, Recycle Bin. Application Applets - Calculators, Paint Brush, Notepad, Wordpad, Phone Dialer, Clipboard Viewer. Changing date &amp; time, wall paper, Finding Files &amp; Folders,</li> </ul>	7+4	

III	<ul style="list-style-type: none"> <li>MS Word Window Components, New File, Open File, Save, Save As, Close File, Working with Toolbars, Editing Text, Finding &amp; Replacing Text, Adding Word Art, Creating Organization Chart, Select Text, Finding &amp; Replacing Formatting, Checking Spelling &amp; Grammar, Formatting text for Emphasis, Changing Paragraph Alignment, Changing Line Spacing, Setting Paragraph Tabs, Setting Paragraph Indents, Applying Style, Creating Bulleted &amp; Numbered Lists, Adding Headers &amp; Footers, Inserting Page Numbers &amp; Date &amp; Time, Arranging text in Columns, Creating Table, Modifying a Table, Formatting a Table, Mail Merge, Macros.</li> </ul>	7+4
IV	<ul style="list-style-type: none"> <li>Creating Worksheet with Excel: Viewing the Excel Window, Making Label Entries, Entering Values, Editing Cell Contents, Inserting Deleting Cells, Selecting &amp; Naming a Worksheet, Formatting text Numbers, Changing Data Alignments, Adding Borders to Cells.</li> <li>Designing a Worksheet: Creating a Simple Formula, Editing Formula, Performing Calculations Using Functions, Creating a Chart, Editing a Chart, Adding a Chart Type, Enhancing, Data Series, Data Fill, Data Filter, Setting up the Page, Previewing &amp; Printing a Worksheet, Functions, Types of Functions.</li> </ul>	7+4
<b>Suggested Readings:</b>		
1. Fundamentals of computers : K. Rajaraman 2. Introduction to Information Technology : Leon & Leon 3. Computers Fundamentals : B. Ram 4. Microsoft Office : BPB Publications		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to:		
1. Understand basics of computer system & classification 2. Gain knowledge about Windows 3. Understand MS word operations 4. Understand MS excel operations		

<b>Programme/Class: Certificate (BTTM)</b>	<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/paper- 5 (B) (Major)</b>		
<b>Course Code: BTTM202</b>	<b>Course Title: DESTINATION GEOGRAPHY (WORLD)</b>	
<b>Course objective:</b> This paper would make students learn Tourism Geography of World.		
Credits: 2	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
<b>I</b>	World Geography: Locating contents and major countries, important city and Airport codes, marking these on world map.	8+4
<b>II</b>	Physical features of all continents and map marking	7+4
<b>III</b>	Detail study of Top 20 countries of world based on tourist arrivals: Climate, sites and amenities in these countries;	7+4
<b>IV</b>	Major outbound countries for Indians other than those included above, characteristics of Indian outbound travel, health and visa formalities to be followed by Indians to visit some important outbound countries..	7+4

Suggested Readings:

- Boniface, Brian Getal : The Geography of Travel & tourism (London, England, Heinemann Professionals Publishing 1987)
- Burton Rosemary : Travel Geography (Pitman Publishing London)
- Devies. D : The Art of Managing Tourism (McGraw Hill)

Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ

Suggested equivalent online courses:

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Further Suggestions:

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**Course outcome:** At the end of the course the students would be able to:

1. Understand basics of World Geography
2. Gain knowledge Map marking
3. Understand World's best tourist sites
4. Understand characteristics of Indian outbound travel

<b>Programme/Class: Certificate (BTTM)</b>		<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/paper- 6 (A) (Major)</b>			
<b>Course Code: BTTM203</b>		<b>Course Title: BUSINESS COMMUNICATION</b>	
<b>Course objective:</b> This paper could provide the basis understanding and need of Business Communications			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
Unit	Topics	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>	
I	<ul style="list-style-type: none"> <li>● Meaning, nature, importance and objectives of communication in business</li> <li>● Channels of communication, Ethics in Business Communication</li> <li>● Barriers to communication, Forms of communication</li> </ul>	8+4	
II	<ul style="list-style-type: none"> <li>● Guidelines for effective communication</li> <li>● Technology enabled Business Communication</li> <li>● Non-Verbal communication: Kinesics or Body language, Para language or Para linguistics, Proxemics or space language, Time language and surroundings, Sign Language-Visual and Audio elements.</li> <li>● An effective kinesthetic speaker</li> <li>● Audio-visual Communication</li> </ul>	7+4	
III	<b>Verbal or Oral communication:</b> <ul style="list-style-type: none"> <li>● Business Presentation</li> <li>● Interview- Art of interviewing, structuring interview, preparing for interview and tips for interview.</li> <li>● Group discussion, Telephone handling, SWOT Analysis</li> </ul>	7+4	
IV	<b>Written Communication:</b> <ul style="list-style-type: none"> <li>● Writing Business Letters</li> <li>● Planning a letter- the seven C's of Business Letter Writing, components of Business letter.</li> <li>● Kinds of Business letters, Memoranda, Notices, Circulars and Orders, Agenda and Minutes, Business Reports and Proposals.</li> </ul>	7+4	
<b>Suggested Readings:</b>			
Business Communication		: Meenakshi Raman, Prakash Singh.	
Business Communication		: K. K. Sinha.	
Business Communication		: R. K. Madhukar.	
Business Communication Concepts and Skills		: T. N. Chhabra.	
Business Communication		: R. T. Chappeler and W. L. Read.	
Handbook of Practical Communication Skills		: Edited by Chrissie Wright	
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ			
Suggested equivalent online courses:			
Further Suggestions:			
<b>Course outcome:</b> At the end of the course the students would be able to:			
<ol style="list-style-type: none"> <li>1. Understand basics of business communication</li> <li>2. Gain knowledge about Non-Verbal Communication</li> <li>3. Understand Verbal Communication</li> <li>4. Gain knowledge about written Communication</li> </ol>			

<b>Programme/Class: Certificate (BTTM)</b>	<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/paper- 6 (B) (Major)</b>		
<b>Course Code: BTTM203</b>	<b>Course Title: TOURISM RESOURCES WORLD</b>	
<b>Course objective:</b> To understand Resource potential of International Tourist Destination		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	<u>No. of Lectures = 45</u> (30 Theory+15 Practical)
I	<b>Introduction to Enterprise Resource Planning</b> Introduction of the term Business Process Reengineering (BPR), BPR Methodology, Current BPR tools, Introduction to material requirement planning (MRP), Definition of Enterprise Resource Planning (ERP); Evolution of ERP; Characteristics, Features, Components and needs of ERP; ERP Vendors; Benefits & Limitations of ERP Packages	8+4
II	<b>Enterprise Modeling and Integration of ERP</b> Need to focus on Enterprise Integration / ERP; Information mapping; Role of common shared Enterprise database; System Integration, Logical vs. Physical System Integration, Benefits & Limitations of System integration, ERP's Role in Logical and Physical Integration.	7+4
III	<b>ERP Architecture and Implementation Methodology of ERP</b> Generic Model of ERP system; Core Modules functionality; Types of ERP architecture, Client Server Architecture, Web - based Architecture, Service Oriented Architecture (SOA) ; Difficulty in selecting ERP, Approach to ERP selection, Request for proposal approach, proof - of - Concept approach; General Implementation Methodology of ERP, Vanilla Implementation; Evaluation Criteria of ERP Packages; Project Implementation Team Structure	7+4
IV	<b>Introduction to SAP, oracle APPS</b> SAP, Integrated SAP Model, SAP Architecture, SAP R/3 System & my SAP, SAP Modules; Oracle Apps, Oracle AIM Methodology, Oracle Fusion Modules; A Comparative assessment of ERP Packages	7+4
<b>Suggested Readings:</b>		
1. ERP: Making It Happen: The Implementers' Guide to Success with Enterprise Resource Planning by Thomas F. Wallace		
2. Directing the ERP Implementation: A Best Practice Guide to Avoiding Program Failure Traps While... by Michael W. Pelfrey		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		
<b>Course outcome:</b> At the end of the course the students would be able to:		
1. Understand basics of Enterprise Resource Planning		
2. Gain knowledge about Enterprise Modeling and Integration of ERP		
3. Understand ERP Architecture and Implementation Methodology of ERP		
4. Understand Introduction to SAP, oracle APPS		

<b>Programme/Class: Certificate (BTTM)</b>	<b>Year: First</b>	<b>Semester: Second</b>
<b>Course/paper- 6 (B) (Major)</b>		
<b>Course Code: BTTM203</b>	<b>Course Title: TOURISM IMPACTS</b>	
<b>Course objective:</b> To understand Resource potential of International Tourist Destination		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b><u>No. of Lectures = 45</u></b> <b>(30 Theory+15 Practical)</b>
I	<b>The Positive &amp; Negative Impacts of Tourism</b> <ul style="list-style-type: none"> <li>● Concept of Cost &amp; Benefits of Tourism</li> <li>● Scope of Tourism Impacts : Socio-Cultural, Economic, Environmental, Physical etc.</li> </ul>	8+4
II	<b>Socio-Cultural &amp; Environmental impacts</b> <ul style="list-style-type: none"> <li>● Doxy's Irredix Index (from initial to antagonism)</li> <li>● Social &amp; Cultural changes</li> <li>● Ecological damages</li> <li>● Environmental degradation: loss of scenic appeal</li> <li>● Conservation and Preservation of Cultural Forms and Environmental protection through tourism.</li> </ul>	7+4
III	<b>Economic Impact &amp; Managing Impacts</b> <ul style="list-style-type: none"> <li>● Income, employment, Forex, Skills Development, Multiplier effect, effects on balance of payments,</li> <li>● Seasonality, Tourism Investment, Infrastructure development</li> <li>● Cost-Over Dependency, Shift in Economic Patterns</li> <li>● Role of Policy Measures: Controlled &amp; Regulated Tourism</li> <li>● Finance, Capacity Management, Strategies for ameliorating Impacts</li> </ul>	7+4
IV	<b>Impact Assessment</b> <ul style="list-style-type: none"> <li>● Multiplier Analysis</li> <li>● Methods &amp; Techniques of Impact Assessment</li> <li>● Environmental audit</li> <li>● Concept of Carrying Capacity <ul style="list-style-type: none"> <li>▪ Physical</li> <li>▪ Economical</li> <li>▪ Social</li> <li>▪ Cultural</li> <li>▪ Environmental</li> </ul> </li> </ul>	7+4
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>● Peter Mason : Tourism Impacts, Planning and Management</li> <li>● Chris Ryan : Recreational Tourism- Demand and Impacts</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand the Positive &amp; Negative Impacts of Tourism</li> <li>2. Gain knowledge about Socio-Cultural &amp; Environmental impacts</li> <li>3. Understand Economic Impact &amp; Managing Impacts</li> <li>4. Understand Impact Assessment</li> </ol>		

**Diploma**  
**(Bachelor in Travel and**  
**Tourism Management)**

**Year 2 (Semester 3 + 4)**

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Third</b>
<b>Course/paper- 7 (A) (Major)</b>		
<b>Course Code: BTTM301</b>	<b>Course Title: Tourism in Uttar Pradesh</b>	
<b>Course objective:</b> The course aims to gains the knowledge about Tourism Destination in Uttar Pradesh		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
<b>I</b>	History of Uttar Pradesh Geographical Perspective of Uttar Pradesh	8+4
<b>II</b>	Tourism Circuit in U.P. Eco Tourism Destination in UP	7+4
<b>III</b>	Tourism initiative in U.P.: Heritage Arc Religious Tourism Destination in U.P.	7+4
<b>IV</b>	Tourism Policy of Uttar Pradesh Tourism Statistics of Uttar Pradesh	7+4
<b>Suggested Readings:</b> Heritage Arch Uttar Pradesh : Sinddhu, P. Sehgal S. Bundelkhand Circuit of Uttar Pradesh : Sehgal, S. Travel Places of Uttar Pradesh : Lonely Planet		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: 1. Understand the History of Uttar Pradesh 2. Gain knowledge about Tourism Circuit in U.P. 3. Understand Tourism initiative in U.P 4. Understand Tourism Policy of Uttar Pradesh		

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Third</b>
<b>Course/paper- 7 (B) (Major)</b>		
<b>Course Code: BTTM301</b>	<b>Course Title: Hotel Management -1</b>	
<b>Course objective:</b> Students will be able to understand about the different departments of Hotel Management		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>

I	<ul style="list-style-type: none"> <li>● Introduction and overview of accommodation industry in India</li> <li>● Classification of hotels.</li> <li>● Heritage hotels.</li> <li>● Hotel categories-Star Rating</li> <li>● Departments of hotel.</li> </ul>	8+4
II	<ul style="list-style-type: none"> <li>● Hotel etiquettes.</li> <li>● Types of rooms.</li> <li>● Types of plans.</li> <li>● Types of rates.</li> <li>● Licenses and permits required for hotels.</li> <li>● Role of hotels in promoting tourism.</li> </ul>	7+4
III	<ul style="list-style-type: none"> <li>● Organisation of front office and classification of functional areas.</li> <li>● Reservation: Types, enquiries, availability, and reservation records.</li> <li>● Registration: Pre-registration activities, receiving guests, selling techniques, room and rate assignments, room status, room racks, registration records, group/crews, Indian and foreign, FIT's.</li> <li>● Methods of payment.</li> </ul>	7+4
IV	<ul style="list-style-type: none"> <li>● Guest responsibilities and guest relations.</li> <li>● Types of keys.</li> <li>● Telephone services.</li> <li>● Check out and settlement.</li> <li>● Forecasting room availability.</li> <li>● Evaluating front office operation.</li> </ul>	7+4
<b>Suggested Readings:</b>		
1. Sudhir Andrews : Hotel Front Office Training Manual		
2. Zulfikar Mohammad : Introduction to Tourism and Hotel Industry		
<b>Suggested Continuous Evaluation Methods:</b> Assignments, Presentation, Practicals and MCQ		
<b>Suggested equivalent online courses:</b>		
<b>Further Suggestions:</b>		
<b>Course outcome:</b> At the end of the course the students would be able to:		
1. Understand the hotel industry and its type		
2. Gain knowledge about Types of rooms, meal plan, rates		
3. Understand organizational structure of various deptt. in hotel		
4. Understand Guest service handling & front office operations		

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Third</b>
<b>Course/paper- 8 (A) (Major)</b>		
<b>Course Code: BTTM302</b>	<b>Course Title: Cultural Tourism</b>	
<b>Course objective:</b> The course is aimed at increase the knowledge about Cultural Tourism		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	<ul style="list-style-type: none"> <li>● Meaning and concept of Culture</li> <li>● Indian Cultural Heritage,</li> <li>● Role of ICOMOS, INTACH and NGO's in propagating Indian Culture</li> </ul>	8+4

<b>II</b>	<ul style="list-style-type: none"> <li>● Music Classical and folklore, Musical instruments</li> <li>● Different schools of Indian Music Dances Classical and Indian folk dances</li> <li>● Fairs and festivals (religious and promotional) Indian culture tradition, customs and handicrafts</li> </ul>	7+4
<b>III</b>	<ul style="list-style-type: none"> <li>● Fairs and Religious festivals, pilgrimage, handicrafts, Indian cuisines</li> </ul>	7+4
<b>IV</b>	<ul style="list-style-type: none"> <li>● Ethnic tourism</li> <li>● Cultural events: Promotional Festivals and fairs</li> <li>● Relevant case studies</li> </ul>	7+4
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Software Engineering, 10th Edition (Global Edition) : Ian Sommerville -Pearson, 2016.</li> <li>2. Software Engineering Concepts : Richard Fairly, Tata McGraw Hill, 1984.</li> <li>3. Software Engineering : A Practitioner’s Approach, Pressman Roger, Tata McGraw hill.2009. Suggestive digital platforms web links-</li> </ol>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Further Suggestions:		
<p><b>Course outcome:</b> At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concept of Indian cultural heritage</li> <li>2. Gain knowledge about Indian Music</li> <li>3. Understand Indian festivals, handicrafts, cuisines</li> <li>4. Understand Ethnic tourism &amp; cultural events</li> </ol>		

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Third</b>
<b>Course/paper- 8 (B) (Major)</b>		
<b>Course Code: BTTM302</b>	<b>Course Title: Religious Tourism</b>	
<b>Course objective:</b> The course aims at providing the knowledge of Various Religion prominent in India		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
<b>I</b>	<b>Hinduism</b> <ul style="list-style-type: none"> <li>● Concept &amp; fundamental of Hinduism</li> <li>● Pilgrimage center for Hindu Devotees</li> <li>● Famous Itinerary based on major pilgrimage centre (IRCTC, Roadways )</li> </ul>	8+4
<b>II</b>	<b>Islam</b> <ul style="list-style-type: none"> <li>● Concept &amp; fundamental of Islam</li> <li>● Major Centre for Sufism</li> </ul>	7+4
<b>III</b>	<b>Buddhism</b> <ul style="list-style-type: none"> <li>● Concept &amp; fundamental of Buddhiism</li> <li>● Pilgrimage center for Buddhist Devotees</li> <li>● Famous Itinerary based on major pilgrimage centre (Sarnath, Kushinagar, Shravasti)</li> </ul>	7+4
<b>IV</b>	<b>Other Religion</b> <ul style="list-style-type: none"> <li>● Sikhism, Jainism, Christianity</li> <li>● Pilgrimage center for other Devotees</li> <li>● Famous Itinerary based on major pilgrimage Centre</li> </ul>	7+4
<b>Suggested Readings:</b>		
1. Wonder that was India : A.L Basham		
2. Hindu Pilgrimage : Sunita Panth Bansal		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to:		
1. Understand the concept of Hinduism		
2. Gain knowledge about Islam		
3. Understand Buddhism		
4. Understand the basics of other religion		

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Third</b>
<b>Course/paper- 9 (A) (Major)</b>		
<b>Course Code: BTTM303</b>	<b>Course Title: ORGANISATION BEHAVIOUR</b>	
<b>Course objective:</b> To Understand the fundamentals of Organizational Behaviour.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	<b>No. of Lecture = 45</b> (30 Theory+15 Practical)
I	Introduction to Organizational Behaviour, Scientific Management Approach, Bureaucratic Approach, Nature of OB, OB –As an Interdisciplinary Approach, Importance and Scope of Organizational Behaviour, Limitations of Organizational Behaviour	8+4
II	Individual Behaviour, Individual Differences, Personality, Personality Traits, Determinants of Personality, Perception, Basic Perceptual Process, Halo Effect, Stereotyping, Impression Management, Learning	7+4
III	Motivation and behavioural management in organizations-definition and applications, Management by Objectives (MBO), Group Behaviour, Definition of a Group, Need And Importance for a Group, Types Of Groups, Group Cohesiveness.	7+4
IV	Leadership- Definition, Features of Leadership, Importance of Leadership, Difference between Leadership and Management, Types of Leadership Introducing Organizational Culture, Change and Development .Stress Management in Organizations	7+4
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Andy Field : Discovering Statistics using SPSS, Sage Publications, 4e, 2019</li> <li>2. Srivastava &amp; Rego : Business Research Methodology, TMH, 2017.</li> <li>3. Narguandkar : Marketing Research: Text &amp; Cases, TMH, 2019. Suggestive digital platforms web links-</li> </ol>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand the concept of Organizational Behaviour</li> <li>2. Gain knowledge about Personality &amp; Perception</li> <li>3. Understand MBO &amp; Motivation</li> <li>4. Understand the basics of Leadership</li> </ol>		

Programme/Class: Diploma (BTTM)		Year: Second	Semester: Third
<b>Course/paper- 9 (B) (Major)</b>			
Course Code: BTTM303		Course Title: Personality Development and Presentation Skills	
Course objective: Students will familiarize with different aspects of personality.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
Unit	Topics	<b>No. of Lectures = 45</b> (30 Theory+15 Practical)	
I	<b>Understanding Personality</b> <ul style="list-style-type: none"> <li>● Benefit of Self knowledge, Personality type, patterns of diversity, Energy sources – Extroversion or Introversion,</li> <li>● Ways to people Like You</li> <li>● Make People think in Your Way</li> <li>● Analyze Worry</li> </ul>	8+4	
	<b>Personality Development Training</b> <ul style="list-style-type: none"> <li>● <b>Interview Skill</b> Interview dress code, Dress to fit in, Controlling your nerves, Interview nerves can help you, Positive visualization, time your arrival, creating a positive first impression, opening conversation, assessing the degree of formality, Getting Comfortable, Recovering from</li> </ul>		

II	<p>poor start, Selling yourself at Interview, what does the Interview want, sell the sizzle not the sausage</p> <ul style="list-style-type: none"> <li>● <b>Group Discussion</b> Question that evaluators ask themselves during group discussion, Attributes that an evaluator focuses upon a group discussion, Individual characteristics, demonstrated in a group discussion, Do's and Don'ts, Musts and Must Not's for a candidate</li> <li>● <b>Management Skills</b> Time – The most valuable resource, Common Misconceptions – Efficiency and Effectiveness are the same, To do job properly do it yourself, there is only one right way to do a job, Time Management is waste of time, A good time manager lacks creativity, The 80/20 rule, Identify time waster</li> </ul>	7+4
III	<p><b>Meeting Skill</b></p> <ul style="list-style-type: none"> <li>● The meeting agenda, the meeting agenda illustrated, Helpful guidelines</li> <li>● Example meeting minutes, Formal closure of meeting, Action Notes, Plan for</li> </ul> <p><b>Efficiency Negotiating Skill</b></p> <ul style="list-style-type: none"> <li>● Introduction, The four Phases of negotiation, The three characteristics of a negotiation, the Critical factors, two types of negotiating approach, the spirit of a deal, using an agenda, paying attention to detail, opening negotiation, Listen, anticipate and compromise, Avoid Confrontation</li> <li>● The use of concessions, concessions trading, Avoid Using trends, Removing Deadlock</li> </ul>	7+4
IV	<p><b>Presentation Skill</b></p> <ul style="list-style-type: none"> <li>● Preparing the Venue, pay attention to detail, checking the equipment, Optimize the seating arrangements, considered the needs of your audience, Final preparation details</li> <li>● Getting Started, the Introduction, What style is best, Using Audio-visual Aids – slides, OHP, Teleprompter</li> <li>● Body Language, Communication, Body and Limb Movement, Eye contact, your posture and Stance</li> <li>● Staying in Control, Reading signals from your audience, Signals from your audience coping with hostility</li> </ul>	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Bajpai, B.L. : Making Management still more effective</li> <li>● Bajpai, B.L. : Indian Ethos and Modern Management</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions:		
<p><b>Course outcome:</b> At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concept of Personality</li> <li>2. Gain knowledge about Personality Development Training</li> <li>3. Understand Meeting &amp; Negotiation skills</li> <li>4. Understand the basics of Presentation skills</li> </ol>		

<b>Programme/Class: Diploma (BTTM)</b>		<b>Year: Second</b>	<b>Semester: Third</b>
<b>Course/paper- 9 (B) (Major)</b>			
<b>Course Code: BTTM303</b>		<b>Course Title: Tourism Geography</b>	
<b>Course objective:</b> Students will familiarize with different aspects of geography related to tourism.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	<p><b>Fundamental of Geography Climatic regions of the world study of maps</b></p> <ul style="list-style-type: none"> <li>▪ Latitude</li> <li>▪ Longitude</li> <li>▪ International date line</li> </ul>		8+4

II	<b>Importance of geography in Tourism</b> <ul style="list-style-type: none"> <li>▪ Definitions</li> <li>▪ Scope and Contents of Geography of Tourism</li> <li>▪ Tourism Models</li> </ul>	7+4
III	<b>Demand for tourist travel</b> <ul style="list-style-type: none"> <li>● Patterns of international tourism</li> <li>● International Travel Patterns</li> <li>● Spatial variation in tourism implications, applications and variations</li> </ul>	7+4
IV	<b>Political and physical features of the world geography America</b> <ul style="list-style-type: none"> <li>● South America</li> <li>● Europe</li> <li>● Asia</li> <li>● Africa</li> <li>● Australia</li> </ul>	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Bonitace B. and Cooper C. : The Geography of travel and Tourism, Heinmann Professional Publishing London.</li> <li>● Burton, Rosemary : The Geography of Travel &amp; Tourism.</li> <li>● Robinson, HA : ‘A Geography of Tourism’.</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions:		
<b>Course outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>1. Understand the Fundamental of Geography Climatic regions of the world study of maps</li> <li>2. Gain knowledge about geography in Tourism</li> <li>3. Understand Demand for tourist travel</li> <li>4. Understand the Political and physical features of the world geography America</li> </ol>		

<b>Programme/Class: Diploma (BTTM)</b>		<b>Year: Second</b>	<b>Semester: fourth</b>
<b>Course/paper- 10 (A) (Major)</b>			
<b>Course Code: BTTM401</b>		<b>Course Title : Hotel Management-2</b>	
<b>Course objective:</b> Develop the skills of Front office issues with a technological ground and then relate then to Hospitality Industry			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
Unit	Topics	<b><u>No. of Lectures = 45</u></b> <b>(30 Theory+15 Practical)</b>	
I	<ul style="list-style-type: none"> <li>● Organisation of front office and classification of functional areas.</li> <li>● Reservation: Types, enquiries, availability, and reservation records.</li> <li>● Registration: Pre-registration activities, receiving guests, selling techniques, room and rate assignments, room status, room racks, registration records, group/crews, Indian and foreign, FIT's.</li> <li>● Methods of payment.</li> <li>● Guest responsibilities and guest relations.</li> </ul>	8+4	
II	<ul style="list-style-type: none"> <li>● Types of keys.</li> <li>● Telephone services.</li> <li>● Check out and settlement.</li> <li>● Forecasting room availability.</li> <li>● Evaluating front office operation.</li> </ul>	7+4	

<b>III</b>	<ul style="list-style-type: none"> <li>● Organisation chart of the house - keeping department of small, medium and large size hotel; responsibilities; traits and duties of house - keeping staff.</li> <li>● Cleaning equipment and cleaning agents.</li> <li>● Composition, care and cleaning of different surfaces.</li> <li>● Hotel bed making.</li> <li>● Daily cleaning of rooms.</li> <li>● Standard supplies.</li> <li>● Periodical cleaning.</li> <li>● Cleaning of public areas of a hotel.</li> </ul>	7+4
<b>IV</b>	<ul style="list-style-type: none"> <li>● Inter-relation of housekeeping department with other departments of hotel.</li> <li>● Housekeeping supervision and supervisor's daily routine.</li> <li>● Various housekeeping records.</li> <li>● Linen room and linen.</li> <li>● Uniforms and laundry.</li> <li>● Pest controls</li> </ul>	7+4
<b>Suggested Readings:</b>		
1. Sudhir Andrews : Hotel Front Office Training Manual 2. Zulfikar Mohammad : Introduction to Tourism and Hotel Industry 3. Sudhir Andrews : Hotel Housekeeping.		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand the concept of front office organisation &amp; operations</li> <li>2. Gain knowledge about keys, checkout &amp; room forecasting</li> <li>3. Understand housekeeping organisation &amp; operations</li> <li>4. Understand the coordination of Housekeeping &amp; front office</li> </ol>		

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Course/paper- 10 (B) (Major)</b>		
<b>Course Code: BTTM401</b>	<b>Course Title: Airlines Operations, Ticketing &amp; GDS</b>	
<b>Course objective:</b> To familiarize the students with various software and tools of Airline operation & ticketing		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	<b>Air transportation industry:</b> <ul style="list-style-type: none"> <li>● Bilateral conventions</li> <li>● Warsaw convention, Freedom of air</li> <li>● Carrier codes</li> <li>● Policies: practice and rules(procedure at airport)</li> </ul>	8+4
II	<b>Baggage allowance</b> <ul style="list-style-type: none"> <li>● Weight concept, Piece concept</li> <li>● Check and unchecked baggage</li> <li>● Free baggage allowance o Lost and found baggage</li> </ul>	7+4
III	<ul style="list-style-type: none"> <li>● Reservation, How to take reservation</li> <li>● Passport and visa (Travel Formalities), Ticket and Fares</li> <li>● ABC familiarization and travel information manual (TIM) etc.</li> </ul>	7+4

IV	<b>Introduction to fare construction</b> <ul style="list-style-type: none"> <li>● Mileage principle</li> <li>● Extra mileage allowance(EMA)</li> <li>● Extra mileage surcharge</li> <li>● Higher intermediary points(HIP)</li> <li>● Circle trip minimum</li> <li>● Back haul check</li> <li>● Add-ons</li> <li>● General limitations of indirect travel</li> <li>● Mixed class journeys</li> <li>● Special fares</li> <li>● Domestic and international tickets o Different kinds of ticket</li> </ul>	7+4
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>● Louis Grialloreto : Strategic Airlines Management</li> <li>● Gwenda Syratt : Manual of Travel; Agency Management</li> <li>● ABC World Airway Guide</li> <li>● Air Traffic Book-I,</li> <li>● World Wide Fares</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand the concept of Air transportation industry</li> <li>2. Gain knowledge about Baggage allowance</li> <li>3. Understand air reservation &amp; travel documents</li> <li>4. Understand the air fare construction</li> </ol>		

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Course/paper- 11 (A) (Major)</b>		
<b>Course Code: BTTM 402</b>	<b>Course Title: Event Management in Tourism</b>	
<b>Course objective:</b> To familiarize the students with different concepts and Principal of event Management		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
<b>I</b>	Defining event and event Management, Overview, Introduction, brief history, current and future trends of event industry, career profiles & opportunities in event management, linkages between tourism and event industry.	8+4
<b>II</b>	Event Concept & Planning Classification of events, developing the event concept, components of event planning, steps of event planning.	7+4
<b>III</b>	Social Events Household events celebrations: Birthday parties, dinner/tea parties, weddings, housewarming parties, ceremonies & rituals, Promotional special events: fashion shows, product launch, charity events, fairs & festivals, competitive events.	7+4
<b>IV</b>	Business Events Scope of MICE importance, seminars & conferences, trade shows, incentive programmes, appreciation events, exhibitions, workshops	7+4

<b>Suggested Readings:</b>
<ul style="list-style-type: none"> <li>• Meetings, Conventions &amp; Expositions - An Introduction to the Industry Rhonda J. Montgomery, &amp; Sandra K. Strik. Publishers – Van Nostard Reinhold, An International Thomson Publishing Co.</li> <li>• Shone, A &amp; Parry, B. Successful Event Management, Cengage Learning, 20 5. Watt. D.C. Event Management in Leisure and Tourism. Pearson, UK. 6. Blatt , J.G.</li> <li>• Special Events- Best Practices in Modern Event Management. John Wiley and Sons, New York. Hall, M (1999)</li> </ul>
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ
Suggested equivalent online courses: .....
Further Suggestions: .....
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand the concept of event management</li> <li>2. Gain knowledge about event planning</li> <li>3. Understand Social Events</li> <li>4. Understand the Business Events</li> </ol>

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Course/paper- 11 (B) (Major)</b>		
<b>Course Code: BTTM402</b>	<b>Course Title: Travel Writing</b>	
<b>Course objective:</b> To develop the skills of Travel writing.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	History of writing, Importance of writing, writing skills, steps of writing a paragraph/essay. Method for referencing, coating and sighting. Ethics in writing, copyright act 1957	8+4
II	Importance and benefits of travel writing. Travelogues Travel Guides Travel Journals Tourism brochure construction and design.	7+4
III	Basic of Travel Reporting, Travel articles in newspaper and magazines, writing different types of promotional letters, Photography and video-graphy: use and importance in promoting tourism	7+4
IV	Advertisement posters and handbill construction: role of travel writing in these. Writing for travel portals. Printing procedures and formalities.	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>• Kodak : Taking better travel photos</li> <li>• John Freeman : The Complete book of photography</li> <li>• JeffWignatt : Kodak Guide to Shooting Great Travel Pictures John Shaw: The Art of Adventures photography</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Comprehensively Understanding of travel writing techniques and methods</li> <li>2. Types of travel writing documents and its drafting and formulation techniques</li> <li>3. Know the types of various print and visual media used on tourism promotion</li> <li>4. Learn diverse advertisement and promotional platforms</li> </ol>		

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Course/paper- 12 (A) (Major)</b>		
<b>Course Code: BTTM403</b>	<b>Course Title: Human Resource Management</b>	
<b>Course objective:</b> This course aims to develop the competency of understanding the need of Human Resource Management		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	<u>No. of Lectures = 45</u> (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> <li>● Human resource management of an enterprise</li> <li>● Concepts and principles of human resource management</li> <li>● Manpower of policy and planning at macro and micro levels</li> </ul>	8+4
II	<ul style="list-style-type: none"> <li>● Recruitment and selection of personnel</li> <li>● Job Design</li> <li>● Job Analysis</li> <li>● Job description: Job specification job evaluation and job standards</li> <li>● Induction</li> <li>● Placement</li> <li>● Training and development function specifically in tourism industry</li> </ul>	7+4
III	<ul style="list-style-type: none"> <li>● Performance appraisal</li> <li>● Promotions, transfers, separations</li> <li>● Morale, motivation and incentives</li> </ul>	7+4
IV	<ul style="list-style-type: none"> <li>● Wage and salary administration</li> <li>● Grievance redressal procedure</li> <li>● Laws and rules governing employee benefits and welfare</li> <li>● Familiarization with manpower recruitment in tourism industry and tourist places</li> </ul>	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Mamoria : Personnel Management</li> <li>● Tripathi : Personnel Management &amp; Industrial relations.</li> <li>● Bhogliwal : Personnel Management &amp; Industrial relations</li> <li>● Davar : Personnel Management &amp; Industrial Relations</li> <li>● Flippo : Personnel Management</li> <li>● Strauss &amp; Sayles : Personnel the Human Problem Of Management</li> <li>● Yoder : Personnel Management &amp; Industry Relations</li> <li>● Monappa : Sai Personnel Management</li> <li>● Riley : Human Resource Mgmt in Hospitality &amp; Tourism Industry</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		
<b>Course outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>1. Understand Fundamentals of human resource management, manpower planning for tourism enterprises</li> <li>2. Learn the importance, process and techniques of tourism personnel selection for an enterprise</li> <li>3. Get requisite knowledge and skills of manpower management working in tourism organization</li> <li>4. Learn employee conflict management under government laws and regulations</li> </ol>		

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Fourth</b>
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<b>Course/paper- 12 (B) (Major)</b>		
<b>Course Code: BTTM403</b>	<b>Course Title: Consumer Behaviour</b>	
<b>Course objective:</b> The objective of this paper is to give the basic knowledge about the consumer behavior.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	CB, Consumer research process. CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	8+4
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	7+4
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.	7+4
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Suja. R. Nair : Consumer Behaviour in Indian Perspective</li> <li>● Schiffman &amp; Kanuk : Consumer Behaviour</li> <li>● Louden &amp; Bitta : Consumer Behaviour</li> <li>● Bennet &amp; Kasarji : Consumer Behaviour</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		
<b>Course outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>1. Learn various models designed to know consumer behavior</li> <li>2. Understand various personality traits, psychology of customer and consumer behavior process</li> <li>3. Know internal and external factors influences consumer decision making</li> <li>4. Find out salient features, as well as factors influences industrial markets and buying behavior</li> </ol>		

<b>Programme/Class: Diploma (BTTM)</b>	<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Course/paper- 12 (B) (Major)</b>		
<b>Course Code: BTTM404</b>	<b>Course Title: Research Methodology</b>	
<b>Course objective:</b> The objective of this paper is to give the basic knowledge about the consumer behavior.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>

I	<b>INTRODUCTION TO RESEARCH METHODOLOGY</b> <ul style="list-style-type: none"> <li>● Meaning and objectives of Research.</li> <li>● Types of Research.</li> <li>● Research Approaches.</li> <li>● Significance of Research.</li> <li>● Research methods Vs Methodology.</li> <li>● Research Process</li> <li>● Criteria of Good Research</li> <li>● Problem faced by Researches.</li> <li>● Techniques Involved in defining a problem.</li> </ul>	8+4
II	<b>RESEARCH DESIGN</b> <ul style="list-style-type: none"> <li>● Meaning and Need for Research Design</li> <li>● Features and important concepts relating to research design.</li> <li>● Different Research design.</li> <li>● Important Experimental Designs</li> </ul>	7+4
III	<b>SAMPLE DESIGN</b> <ul style="list-style-type: none"> <li>● Censure and sample Survey</li> <li>● Implication of Sample design</li> <li>● Steps in sampling design</li> <li>● Criteria for selecting a sampling procedure</li> <li>● Characteristics of a good sample design</li> <li>● Different types of Sample design</li> <li>● Measurement Scales</li> <li>● Important scaling Techniques</li> </ul>	7+4
IV	<b>METHODS OF DATA COLLECTION</b> <ul style="list-style-type: none"> <li>● Collection of Primary Data</li> <li>● Collection through Questionnaire &amp; schedule collection of secondary data</li> <li>● Difference in Questionnaire &amp; Schedule.</li> <li>● Different methods to collect secondary data</li> </ul>	7+4
V	<b>DATA ANALYSIS INTERPRETATION AND PRESENTATION TECHNIQUES:-</b> <ul style="list-style-type: none"> <li>● Hypothesis Testing</li> <li>● Basic concepts concerning Hypothesis Testing</li> <li>● Procedure and flow diagram for Hypothesis Testing</li> <li>● Test of Significance</li> <li>● Chi- Square Analysis.</li> <li>● Report Presentation Techniques</li> </ul>	7+4
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>● Ya-Lun Chou : Statistical Analysis, Holt, Rinehart and Winsion, Inc., New York.</li> <li>● Hanson : Managerial Statistics.</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Learn meaning, types and importance of scientific research process</li> <li>2. Understand need, importance and different research design techniques</li> <li>3. Know various sampling design and its importance</li> <li>4. Learn various different unique methods of research data collection</li> <li>5. Find out whether research outcomes suits research predictions, through applying various data analysis techniques</li> </ol>		

**Bachelor**  
**(Bachelor in Travel and**  
**Tourism Management)**

**Year 3 (Semester 5 + 6)**

<b>Programme/Class: Bachelor (BTTM)</b>		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/paper- 13 (A) (Major)</b>			
<b>Course Code: BTTM501</b>		<b>Course Title: Cargo Management</b>	
<b>Course objective:</b> To familiarize the students with Big data and techniques of retrieving and analyzing the Logistics and Supply Chain Models.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>	
I	Indian Cargo Industry, Export and Import Cargo Operations, Transportation in Logistics, Inter-modal Transportation	8+4	
II	Air Cargo, Cargo Handling, Airway Bill, FIATA, IATA, Cargo Automation,	7+4	
III	Surface Cargo Industry, Road Freight Industry, Rail Freight Industry, India's Rail road System Forecasting Technique.	7+4	
IV	Shipping Cargo Industry, Shipping Cargo and Charter parties, Seaway Bill, Carriage of Goods by Sea, Logistics in Shipping	7+4	
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"> <li>• Cargo Management : Dixit, Manoj &amp; Srivastava Surabhi</li> <li>• Global Cargo Management: Concept, Typology, Law And Policy : Prem Nath Dhar</li> <li>• IATA Cargo Handling Manual (ICHM)</li> </ul>			
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ			
Suggested equivalent online courses: .....			
Further Suggestions: .....			
<b>Course outcome:</b> At the end of the course the students would be able to:			
<ol style="list-style-type: none"> <li>1. Develop basic idea of Indian cargo trade, cargo Import-export system and transportation used</li> <li>2. Learn air cargo handling and transport techniques</li> <li>3. Understand surface cargo transportation System i.e., Rail and Road cargo transportation</li> <li>4. Aware of cargo shipping industry and its typical procedure</li> </ol>			

<b>Programme/Class: Bachelor (BTTM)</b>		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/paper- 13 (B) (Major)</b>			
<b>Course Code: BTTM501</b>		<b>Course Title: Surface Transport Operation</b>	
<b>Course objective:</b> The basic objective of this course is to impart knowledge of Surface Transport operations			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>	
I	Meaning, importance and overview of surface transport industry Major Concerns in World Surface Transport System and Methods to overcome them. Impact of Surface Transport. History of rail & road transport	8+4	
II	Important rail and road networks of world. Understanding importance of rail & road network in context to tourism	7+4	

III	Setup, growth and importance of Indian Railways Indian railways network & products New trends in Indian Railways Reservation system and computerized bookings of Indian trains.	7+4
IV	Road Transport Operations in India Road transport in India Rent-a-car & coach tours in India Highway Tourism in India and its importance	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Sinha, P. C. : Surface Transport in Travel &amp; Tourism</li> <li>● Tiwari, S. P. : Tourism Dimensions</li> <li>● Mill &amp; Morrison : The Tourism System &amp; Introductory Text</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>1. Learn the importance and significance of surface transportation system in development of tourism industry on global level</li> <li>2. Get knowledge about various popular world trains attributed for promoting international tourism</li> <li>3. Understand Indian train network system and its centralized reservation system</li> <li>4. Know the role of road transportation in promotion and development of tourism in India</li> </ol>		

<b>Programme/Class: Bachelor (BTTM)</b>	<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/paper- 14 (A) (Major)</b>		
<b>Course Code: BTTM502</b>	<b>Course Title: WELLNESS &amp; MEDICAL TOURISM</b>	
<b>Course objective:</b> The objective of this course is to impart necessary knowledge of overall holistic development		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, Ancient centres of healing, Quality of Life (QOL) Concept. Scope of Health Measures. Health: Concept, Definitions and Importance of health to People, Business and Government.	4+4
II	Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level	8+4
III	Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance	9+4
IV	Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).	8+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● M. Smith and L. Puczko (2009), : Health and wellness tourism,</li> <li>● B. Heinemann Sonali Kulkarni (2008), : Spa and Health Tourism, Book Enclave, Jaipur. Raj Pruthi (2006),</li> <li>● Medical Tourism in India, New Delhi : Arise Pub.</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		

Suggested equivalent online courses: .....
Further Suggestions: .....
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand the role of health and wellness, as a motivator to travel, in promotion and development of tourism</li> <li>2. Learn global scenario of medical tourism, and factors responsible for growing medical tourism business in India as well as world</li> <li>3. Get knowledge about formation of medical tour packages, its pre, present and post tour operation management techniques</li> <li>4. Understand ethical, legal, economic and environmental aspects of wellness and medical tourism</li> </ol>

<b>Programme/Class: Bachelor (BTTM)</b>	<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/paper- 14 (B) (Major)</b>		
<b>Course Code: BTTM502</b>	<b>Course Title: TOURISM TRENDS &amp; ISSUES (DOMESTIC AND INTERNATIONAL)</b>	
<b>Course objective:</b> The objective of this course is to impart necessary and practical knowledge of Tourism trends & issues		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	New Trends of travel; Leisure Travel, Cruise Industry Shopping Tourism, Adventure Tourism	8+4
II	New Technology and Tourism development Introduction Search & Meta search and Mapping services. Social networking E- Commerce and Online communication in Tourism	7+4
III	Tourism and Environmental issues Global Warming Climate Change, Ozone Depletion Waste Management Environmental issues and Indian scenario	7+4
IV	Terrorism and travel industry: Various Dimensions Health issues and Tourism Public- Private Partnership in Tourism	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Vijay Madiseti, Arshdeep Bahga, Internet of Things, “A Hands on Approach”, University Press</li> <li>● Dr. SRN Reddy, Rachit Thukral and Manasi Mishra, “Introduction to Internet of Things: A practical Approach”, ETI Labs</li> <li>● Jeeva Jose, “Internet of Things”, Khanna Publishing House, Delhi</li> <li>● Adrian McEwen, “Designing the Internet of Things”, Wiley</li> <li>● Raj Kamal, “Internet of Things: Architecture and Design”, McGraw Hill</li> </ul> Suggestive digital platforms web links-		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand new emerging travel and tourism trends on national and international level</li> <li>2. Learn new advanced technologies and communication skills/platforms being used in tourism industry</li> <li>3. Gain knowledge of impacts of tourism on environment</li> <li>4. Find out obstacles and issues in tourism promotion and development</li> </ol>		

<b>Programme/Class: Bachelor (BTTM)</b>		<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Course/paper- 15 (A) (Major)</b>			
<b>Course Code: BTTM503</b>		<b>Course Title: INTERNSHIP REPORT</b>	
<b>Course objective:</b> This course will develop and inculcate pragmatic skills and techniques of how to Handling industry work environment effectively.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
Unit	Topics		<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I			8+4
II			7+4
III			7+4
IV			7+4
<b>Suggested Readings:</b>			
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ .....			
Suggested equivalent online courses: .....			
Further Suggestions: .....			
<b>Course outcome:</b> At the end of the course the students would be able to: Understand tourism business, work method, techniques and work-culture of tourism enterprises, in a pragmatic way, which will helps students in inculcating tourism industry requisite skills and competency before starting job. Along-with, student will also learn how to write a good report.			

<b>Programme/Class: Bachelor (BTTM)</b>		<b>Year: third</b>	<b>Semester: Fifth</b>
<b>Course/paper- 15 (B) (Major)</b>			
<b>Course Code: BTTM503</b>		<b>Course Title: New Age Tourism</b>	
<b>Course objective:</b> The main objective of this course is to create awareness about new trends associated with international travel trade industry			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
Unit	Topics		<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	<ul style="list-style-type: none"> <li>● The Rise of Mass Tourism</li> <li>● Special Interest Tourism and the Birth of New Age Tourism</li> <li>● Experience Economy, The New Wave/New Age Tourism: Concepts</li> <li>● Post-tourism</li> </ul>		8+4

II	<ul style="list-style-type: none"> <li>● Festivals and Event Tourism</li> <li>● Film and TV Tourism</li> <li>● Gastronomic Tourism</li> <li>● Literary Tourism</li> </ul>	7+4			
III	<ul style="list-style-type: none"> <li>● Space Tourism</li> <li>● Virtual Tourism/Cyber Tourism</li> <li>● The Antarctic Tourism</li> <li>● Sports and Adventure Tourism and Commercial Adventure</li> </ul>	7+4			
IV	<ul style="list-style-type: none"> <li>● Pro poor tourism</li> <li>● Health and Wellness</li> <li>● Mature Tourism, Mobility, Neo-colonialism, Regeneration, Self and Other, Tourist Gaze and Urban Tourism</li> </ul>	7+4			
<b>Suggested Readings:</b>					
<ul style="list-style-type: none"> <li>● Rajeev Sabharwal : New Age Tourism Policy &amp; Planning</li> <li>● Swain &amp; Mishra : Tourism: Principles and Practices (Oxford Higher Education)</li> </ul>					
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ					
Suggested equivalent online courses:					
Further Suggestions:					
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand newly emerging tourism trends on national and international level</li> <li>2. Learn diverse types of new up-surgings cultural dimensional tourism</li> <li>3. Gain knowledge of special interest tourism trends</li> </ol>					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; text-align: center;"><b>Programme/Class: Bachelor (BTTM)</b></td> <td style="width: 33%; text-align: center;"><b>Year: third</b></td> <td style="width: 33%; text-align: center;"><b>Semester: Fifth</b></td> </tr> </table>			<b>Programme/Class: Bachelor (BTTM)</b>	<b>Year: third</b>	<b>Semester: Fifth</b>
<b>Programme/Class: Bachelor (BTTM)</b>	<b>Year: third</b>	<b>Semester: Fifth</b>			
<b>Course/paper- 15 (B) (Major)</b>					
<b>Course Code: BTTM503</b>		<b>Course Title: Strategic Management</b>			
<b>Course objective:</b> The main objective of this course is to create awareness about new trends associated with international travel trade industry.					
Credits: 3		Compulsory			
Max. Marks: 25+75		Min. Passing Marks:			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1					
Unit	Topics	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>			
I	<b>Introduction</b> <ul style="list-style-type: none"> <li>● Definition &amp; Scope of Strategic Management</li> <li>● Evolution of Strategic Management</li> <li>● Need For Strategic Planning</li> <li>● Nature &amp; Scope of Strategic Planning</li> <li>● Strategic Management Process</li> <li>● Approaches to Strategic Decision Making</li> <li>● Patterns of Strategic Behaviour</li> </ul>	8+4			
II	<b>Analysis &amp; Diagnosis For Strategic Management</b> <ul style="list-style-type: none"> <li>● Mission &amp; Aspects of Business Policy</li> <li>● Environmental Analysis</li> <li>● Industry Analysis</li> <li>● SWOT Analysis</li> </ul>	7+4			

III	<b>Strategy Formulation</b> <ul style="list-style-type: none"> <li>● Setting the Corporate Objective</li> <li>● Formulating the Corporate Strategy</li> <li>● International Analysis of the Firm</li> <li>● Major Types Of Strategies- The Generic Strategy Alternatives</li> <li>● Strategy Choice –BCG Model, DPM Model, Stop Light Model.</li> </ul>	7+4
IV	<b>Strategy Implementation</b> <ul style="list-style-type: none"> <li>● Operationalizing the Strategy</li> <li>● Institutionalizing the Strategy</li> <li>● Structural, Functional &amp; Behavioral Implementation</li> </ul>	7+4
V	<b>Strategy Evolution</b> <ul style="list-style-type: none"> <li>● Evolution of Strategic Alternative</li> <li>● Strategic Control</li> <li>● Techniques of Strategic Evolution and Control</li> </ul>	7+4
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>● Glueck &amp; Jauch, 'Business Policy And Strategic Management', Mcgraw Hill International</li> <li>● Azhar Kazmi, 'Business Policy', Tata Mcgraw Hill</li> <li>● V.S. Ramaswamy &amp; S.Namkumri, 'Strategic Planning –Formulation of Corporate Strategy', Mac Millan New Delhi.</li> <li>● John Pearce II &amp; Richard B. Robinson Jr., 'Strategic Management –Strategy Formulation &amp; Implementation', Richard D. Irwin Inc., Illinois</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand Conceptual, historical and theoretical information of strategic management development</li> <li>2. Learn various analysis techniques strategically applied for enterprises management purposes</li> <li>3. Learn the process of strategy development for achieving a particular goal/(s)</li> <li>4. Gain knowledge of execution of strategies formed for reaching on a particular goal</li> <li>5. Learn strategy evaluation process and techniques</li> </ol>		

<b>Programme/Class: Bachelor (BTTM)</b>		<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Course/paper- 16 (A) (Major)</b>			
<b>Course Code: BTTM601</b>		<b>Course Title: Eco-Tourism</b>	
<b>Course objective:</b> To acquaint the students with the concept of strategy, issues and challenges of Eco- Tourism.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	Definition , Meaning & Concept of Eco Tourism		8+4
II	India's wildlife:- Introduction, wildlife conservation and management, values of wildlife		7+4
III	Protected areas & protected area network in India: national parks, wildlife sanctuaries & biosphere reserves (meaning & characteristics); Special conservation programmes		7+4
IV	Selected important national parks & sanctuaries in India: (List given below) Dachigam national Park, Corbett National Pak, Dudhwa National Park, Kaziranga National Park, Manas Tiger Reserve, Kanha National Pak, Gir National parks & Sanctuary, Ranthambore National Park, Keoladeo Ghana National Park, The Sunderbans National Park, Simlipal National Park, Bandipur & Nagarhole National Park, Madumalai Sanctuary, Periyar National Park, Desert Sanctuary, Wild Ass Sanctuary.		7+4
<b>Suggested Readings:</b> Hand book of National Parks, Wildlife Sanctuaries & Biosphere Reserves of India			
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ .....			
Suggested equivalent online courses: .....			
Further Suggestions: .....			
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Comprehensively understand the concept of Eco-tourism</li> <li>2. Learn values and importance of wildlife for human beings as well as for tourism industry</li> <li>3. Gain knowledge of various types of wildlife reserves identified and located in India and its fundamental characteristics</li> <li>4. know various popular wildlife sanctuaries, in terms of tourism attraction, located in India</li> </ol>			

<b>Programme/Class: Bachelor (BTTM)</b>		<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Course/paper- 16 (B) (Major)</b>			
<b>Course Code: BTTM601</b>		<b>Course Title: Tourism Development and Government Policy</b>	
<b>Course objective:</b> To familiarize the students with Tourism Development and Government Policy			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>

I	Tourism Planning- Introduction, Importance for tourism planning in destination; Consequences of unplanned development - environment, social, cultural; Planning process; Factors influencing planning; Role of accessibility, accommodation; Tourism seasonality- problems and solution	8+4
II	Tourism Policy - meaning, objectives, elements and challenges; Role of public, private sector and other stakeholders' in tourism Tourism Policy of India; Contemporary Schemes of Ministry of Tourism, Government of India; Alternative tourism -Rural Tourism Investment opportunities and FDI in hotel and tourism industry; source of funding (TFCD); other concession extended for tourism projects.	7+4
III	Changing trends in tourism and its effects on tourism policy and planning. Overseas marketing initiatives by Tourism Department, Govt. of India; Incredible India campaign Promotional plans of selective high achieving tourism states in India as case studies.	7+4
IV	Tourism Policy of Uttar Pradesh Latest Tourism Initiatives in Uttar Pradesh Major Mahotsavas and festivals organized by Ministry of Tourism, Uttar Pradesh	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Tourism Concepts and Principles : J.M Mishra and S.K Swain, Oxford Higher Education.</li> <li>● Key Concepts in Tourism : L Lomine and J Edmunds, Palgrave Macmillan</li> <li>● Latest Reports : Ministry of Tourism, Government of India &amp; U.P.</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>1. Learn importance of planning for development of tourism and factors influences tourism planning process</li> <li>2. Understand elements and challenges in tourism policy, public and private sectors' role in tourism plannings</li> <li>3. Gain knowledge of new trends and strategies in tourism planning and policy formulation</li> <li>4. Find out various initiatives taken by Uttar Pradesh government for tourism promotion and development</li> </ol>		

<b>Programme/Class: Bachelor (BTM)</b>		<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Course/paper- 17 (A) (Major)</b>			
<b>Course Code: BTTM602</b>		<b>Course Title: Entrepreneurship Development in Tourism</b>	
<b>Course objective:</b> The main objective of this course is aware the entrepreneurial skill required for the new business			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
I	Introduction: Introduction to entrepreneurship; tourism industry and business ideas; business strategy- understanding customers and analysing competition.		8+4
II	Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business- Venture Creation and Management.		7+4
III	Organisation and business: Form of organisation and legal considerations; networking and collaboration; good business practices.		7+4

IV	Business plan development: Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning, Setting up a tourism enterprise: Steps, procedures, licenses, registration etc.	7+4
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>● Srinivasan. R, Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi</li> <li>● Thomson. A. A., Stick land. A.J. &amp; Cambel. J. E., Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.</li> <li>● Peter F. Drucker, Innovation &amp; Entrepreneurship, Harper &amp; Row, New York. 4. John A. Pearce II &amp; Richard B. Robinson Jr. Strategic Management, 3rd Ed, AITBS, New Delhi.</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand entrepreneurship, tourism industry and business strategies</li> <li>2. Learn ownership structure and organizational framework of various enterprises in tourism business</li> <li>3. Gain knowledge of collaboration and networking in tourism business</li> <li>4. Understand tourism business plan, procedures, and feasibility analysis</li> </ol>		

<b>Programme/Class: Bachelor (BTTM)</b>	<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Course/paper- 17 (B) (Major)</b>		
<b>Course Code: BTTM602</b>	<b>Course Title: BUSINESS ENVIRONMENT</b>	
<b>Course objective:</b> Students will be able to incorporate importance of ethics in business world today and it will help them take ethical decisions in the organization.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>
<b>I</b>	Overview of business environment, types of environment-(internal and external), (micro and macro.) Competitive analysis of industry - (Porter's five forces model) Environmental analysis – (SWOT and ETOP) basic philosophies of capitalism and socialism with their variants.	12
<b>II</b>	Economic roles of government in India, constitutional provisions affecting business. Social responsibility of business, Consumerism, corporate governance.	11
<b>III</b>	Global liberalization, GATT-(objectives,) WTO-(benefits and drawbacks,) comparison with GATT, MNC-(def, meaning, merits and demerits.) Globalisation-(meaning, dimensions, factors, pros and cons) .Export promotions-(EPZ, SEZ,) , FEMA-(objectives, comparison with FERA)	11
<b>IV</b>	Industrial policy of India since 1951, IDRA, Price control-(objectives, mechanism, ) Essential commodities act. Monetary and fiscal policy in India. SEBI-(objectives and functions). Capital market reforms and trading.	11
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Business Environment : Francis Cherunilam</li> <li>● Business Environment : Neelamagam</li> <li>● Business Environment : Sudesh Bedi</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to:		
<ol style="list-style-type: none"> <li>1. Learn internal and external business environment, SWOT and ETOP analysis techniques</li> <li>2. Understand constitutional provisions, social responsibility and corporate governance</li> <li>3. Gain knowledge of GATT, WTO, MNC and FEMA</li> <li>4. Understand industrial policies of India, SEBI and IRDA organizations</li> </ol>		

<b>Programme/Class: Bachelor (BTTM)</b>	<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Course/paper- 18 (A) (Major)</b>		
<b>Course Code: BTTM603</b>	<b>Course Title: Tour Operations And Product Development Management</b>	
<b>Course objective:</b> To understand about the Tour operation and ground handling techniques.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures = 45 (30 Theory+15 Practical)</b>

I	Definition of tour operators Types of tour operators Role of tour operators in Tourism industry. Rules for recognition of tour operators in India.	8+4
II	Types of package tours History of packaged holidays. New trends in Holidays	7+4
III	Documents of tour operations Pre tour planning Package pricing techniques and tour designing	7+4
IV	Ethical & legal issues in tour operations. Package Sales & Marketing Product development	7+4
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Negi, Jagmohan : Travel Agency and Tour Operation Shakunthala &amp; Jagannathan : Plan your own holiday</li> <li>● Dennis L Foster : An Introduction to Travel &amp; Tourism</li> <li>● U.S.A :The Rough Guide Australia: The Rough Guide</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand travel trade business, types and role of tour operators in tourism industry</li> <li>2. Learn tour package formation, historical background and new trends</li> <li>3. Learn techniques of tour package pricing and designing and document handling</li> <li>4. Gain knowledge of sales and marketing of tour package and legal issues</li> </ol>		

<b>Programme/Class: Bachelor (BTM)</b>	<b>Year: THIRD</b>	<b>Semester: Sixth</b>
<b>Course/paper- 18 (B) (Major)</b>		
<b>Course Code: BTTM603</b>	<b>Course Title: Ethical and Legal Dimension of Tourism and Hospitality</b>	
<b>Course objective:</b> The objective of the course is to accustom the students with the international & National Legal dimension associated with travel trades.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures = 45 (30 Theory+15 Practical)
I	Basic Concepts of judiciary need of Tourism Laws UNWTO Global code of ethics GST and its implications on Tourism	12
II	Licenses and permits for start-ups Carriage of goods by Road, Rail, Sea and Air Consumer protection Act	11
III	Wildlife protection Act FEMA, copy right act Antiquities and Art Treasures Act	11
IV	Food safety and standard act Ancient monument, Archaeological sites and remains act Foreigner Act , Passport Act	11
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>● Sachindra Shekhar Bishwas : Protecting the Cultural Heritage</li> <li>● Sinha, P.C : International Encyclopedia of Tourism Management</li> <li>● Malik S : Ethical &amp; Legal &amp; Regulatory Aspects Tourism Business</li> </ul>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses: .....		
Further Suggestions: .....		
<b>Course outcome:</b> At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Understand tourism Laws and global code of ethics regarding tourism</li> <li>2. Learn tourism and hospitality start-up process and goods carriage rules and acts</li> <li>3. Get knowledge of various protection and copy right acts regarding antiquities and wildlife</li> <li>4. Gain knowledge of foreigner act, passport act and safety standard acts</li> </ol>		