

Evaluation Scheme of Bachelor of Tourism and Travel Management- I Semester

BTTM-1st Semester

Paper Code	Paper Title	Credit	Assignment	ESE	Total	
BTTM 101	Tourism Concepts & Linkages	4	15	35	50	
BTTM 102	Principles of Management	4	15	35	50	
BTTM 103	Introduction to Marketing	4	15	35	50	
BTTM 104	Indian History, Society and Culture	4	15	35	50	
Total Credits				16	Total Marks	200

Evaluation Scheme of Bachelor of Tourism and Travel Management- II Semester

BTTM - 2nd Semester

Paper Code	Paper Title	Credit	Assignment	ESE	Total	
BTTM 201	Tourism Resources of Northern India	4	15	35	50	
BTTM 202	Travel Agency & Tour Operation Business	4	15	35	50	
BTTM 203	International Tourism	4	15	35	50	
BTTM 204	Hospitality, Hotel & Hoteliering	4	15	35	50	
Foundation Course FES-10	Environmental Studies	N/A	30	70	100	
Total Credits				16	Total Marks	300

Evaluation Scheme of Bachelor of Tourism and Travel Management- III Semester

BTTM - 3rd Semester

Paper Code	Paper Title	Credit	Assignment	ESE	Total	
BTTM 301	Tourism Resources of Southern India	4	15	35	50	
BTTM 302	Itinerary Preparation and Tour Packaging	4	15	35	50	
BTTM 303	Computer Application in Tourism	4	15	35	50	
BTTM 304	Business Communication	4	15	35	50	
Total Credits				16	Total Marks	200

Evaluation Scheme of Bachelor of Tourism and Travel Management- IV Semester

BTTM - 4th Semester

Paper Code	Paper Title	Credits	Assignment	ESE	Total	
BTTM 401	Tourism Resources of Eastern India	4	15	50	50	
BTTM 402	Airlines Ticketing and Cargo Operations	4	15	35	50	
BTTM 403	Tourism, Travel, Transport	4	15	35	50	
BTTM 404	Accounting and Financial Management	4	15	35	50	
Foundation Course FHVA 10	Human Values and Ethics	N/A	30	70	100	
Total Credits				16	Total Marks	300

Evaluation Scheme of Bachelor of Tourism and Travel Management- V Semester

BTTM - 5th Semester

Paper Code	Paper Title	Credit	Assignment	ESE	Total	
BTTM 501	Fundamentals of Human Resource and Organization Behaviour	4	15	35	50	
BTTM 502	Leading World Destinations	4	15	35	50	
BTTM 503	Tourism Impacts	4	15	35	50	
BTTM 504	Industrial Training or Project Report (50 marks) and Viva-Voce (50 marks)				100	
Total Credits				16	Total Marks	280

Evaluation Scheme of Bachelor of Tourism and Travel Management- VI Semester

BTTM - 6th Semester

Paper Code	Paper Title	Credit	Assignment	ESE	Total	
BTTM 601	Tourist Heritage of Uttarakhand	4	15	35	50	
BTTM 602	Tourism Policy & Planning	4	15	35	50	
BTTM 603	MICE Tourism	4	15	35	50	
BTTM 604	Franchisee Development	4	15	35	50	
Total Credits				16	Total Marks	200

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Unit 10	Tourism Industry: Organization and Scope
Unit 11	Tourism Infra structure - Types and Typologies
Unit 12	Chain of Distribution in Tourism Industry and Significance of Vertical and Horizontal Integration
Block 4	
Tourist Product, Tourist Demand, and The Supply-Mix	
Unit 13	Tourism Product and its Components
Unit 14	Tourist Demand - Concept, 'Types' and 'Unique Features': Tourism Supply-mix
Unit 15	The Tourism System - Dimensions and Applications
Unit 16	Tourism Linkages - Scope, Challenges and Problem of Co-ordination/Integration.

Block 1 :	
Theories of Management	
Unit 1	Management - Nature, Definition, Characteristics and Importance
Unit 2	Evolution of Science and Art of Management and the Core Management Thoughts
Unit 3	Schools of Management: Administrative, Scientific, Behavioural, Open Systems, Contingency and Systems: Theory to Practice
Unit 4	Functions of Management and Skills of a Professional Manager
Block 2 :	
Planning and Organizing	
Unit 5	Planning: Concept, Process and Types of Planning
Unit 6	Organizational Structures and Departmentation
Unit 7	Delegation and Decentralization
Unit 8	Span of Control and Types of Organization
Unit 9	Decision Making
Block 3 :	
Staffing and Directing	
Unit 10	Staffing: Nature, purpose and Process
Unit 11	Meaning, Principles and Significance of Directing
Unit 12	Leadership - Theories and Typologies
Unit 13	Motivation: Meaning, Definition and Theories
Unit 14	Processes of Communication: Typologies, Significance and Barriers
Block 4 :	
Coordination and Control	
Unit 15	Characteristics, Importance and Effective Process of Coordination
Unit 16	Controlling: Essence and Techniques

BTTM 102
Principles of Management
Programme: Bachelor in Tourism and Travel Management (BTTM 16)
Year / Semester: 1st Semester
Objective: To acquaint learners with the management principles and functions.

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Evaluation Scheme of Bachelor of Tourism and Travel Management- VIII Semester

BTTM - 7 th Semester					
Paper Code	Paper Title	Credit	Assignment	ESE	Total
BTTM 701	MIS for Tourism	4	15	35	50
BTTM 702	Tour Guiding	4	15	35	50
BTTM 703	Communication Skill & Personality Development	4	15	35	50
BTTM 704	Emerging Trends in Tourism and Tourism Documentation	4	15	35	50
Total Credits			16		
			Total Marks	200	200

Evaluation Scheme of Bachelor of Tourism and Travel Management- VIII Semester

BTTM - 8 th Semester					
Paper Code	Paper Title	Credit	Assignment	ESE	Total
BTTM 801	Tourism Organizations	4	15	35	50
BTTM 802	Adventure Tourism	4	15	35	50
BTTM 803	Pilgrimage Tourism in India	4	15	35	50
BTTM 804	Geography of Tourism	4	15	35	50
Total Credits			16		
			Total Marks	200	200

ESE = End Semester Examination

BTTM-1 st Semester					
Paper Code	Paper Title	Credit	Assignment	ESE	Total
BTTM 101	Tourism Concepts & Linkages	4	15	35	50
BTTM 102	Principles of Management	4	15	35	50
BTTM 103	Introduction to Marketing	4	15	35	50
BTTM 104	Indian History, Society and Culture	4	15	35	50
Total Credits			16		
			Total Marks	200	200

BTTM 101

Tourism: Concept and Linkages

Programme: Bachelor in Tourism and Travel Management (BTTM 16)

Year / Semester: 1st Semester

Objective: This course is specifically aimed at creating a clear perception of the incumbents on conceptual and philosophical framework of Tourism.

Block 1	
Unit 1	Tourism: Definition, Meaning, Nature and Scope Emergence and Evolution of concept of Tourism
Unit 2	Understanding Basic Terminology of the Tourism: Traveller, Visitor, Tourist, Excursionist, Resource, Attraction, Product, Market, Industry and Destination
Unit 3	Components and Elements of Tourism
Unit 4	Different Approaches to Study Tourism
Unit 5	Types and Forms of Tourism
Block 2	
Tourism - Growth Perspectives and Typologies	
Unit 6	Factors Affecting Growth of Tourism
Unit 7	Recreation, Leisure and Tourism Inter-relationship
Unit 8	Concept of Push and Pull Forces in Tourism
Unit 9	Motivation for Travel and Tourism and. Relevance of Motivation Studies
Block 3	
Tourism Infrastructure and Industry	

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BTTM103

Introduction to Marketing

Programme: Bachelor in Tourism and Travel Management (BTTM 16)

Year / Semester: 1st Semester

Objective: To impart knowledge and develop thinking towards the dynamic, challenging and innovative marketing of Tourism.

Block 1 :	
Introduction to Marketing	
Unit 1	Market and Marketing : Meaning, Nature and Scope
Unit 2	The Key 'Ps' of Marketing
Unit 3	Product Marketing and Service Marketing - Commonalities and Differentiations
Block 2 :	
Significance of 'Research' and 'Professionalism' in Marketing	
Unit 4	Marketing Information System and Market Research
Unit 5	Concept of Market Segmentation and Market Targeting
Unit 6	Analysis of Consumer's Buying Behaviour
Unit 7	Market Research and Forecasting Market Demand
Block 3 :	
Designing Marketing Strategies	
Unit 9	Competitive Differentiation and Product Positioning
Unit 10	New Product Development Strategies
Unit 11	Marketing Strategies at different stages of product Life Cycle
Unit 12	Product Pricing Strategies - Product Levels, Product Issues, Brand Decisions and Product Pricing
Unit 13	Distribution (Channel) Strategies - Nature and Importance of Distribution Systems; Channel design decisions and Channel Management Decisions
Block 4 :	
Planning and Controlling Marketing Programs	
Unit 14	Planning Marketing Programmes: Product line, Product Mix, Branding, Packaging, and Management of Distribution.
Unit 15	Designing Communication and Promotion Mix - Steps in developing Effective Communication Advertising Strategies - Major Decisions in Advertising
Unit 16	Sales Promotion - Selecting, Developing and Implementing Sales Promotion Strategies
Unit 17	Public Relation - Public Relation Process, Major goals in Marketing Public Relations, Public Relations Opportunities for Hospitality Industry

BTTM104

Indian History, Society and Culture

Programme: Bachelor in Tourism and Travel Management (BTTM 16)

Year / Semester: 1st Semester

Block 1	
Historical Perspective	
Unit 1	The process of Continuity and Change Through Pre, Proto and Ancient Times
Unit 2	Medieval History with Special Reference to the Influence of Akbar
Unit 3	Modern History and Impact of Colonial Raj
Unit 4	Key Archaeological Findings
Block 2	
Religion and Philosophy	
Unit 5	The Great Vedic Heritage of India: Vedas, Brahmanas, Epics, Puranas, Smritis and Upanishads
Unit 6	Preaching of Srimad Bhagwad Gita
Unit 7	The Glorious Institution of Hinduism
Unit 8	Essence of Jainism and Buddhism
Unit 9	Traditions of Islam and Christianity
Unit 10	Sikhism and Other Religions
Block 3	
Heritage of Art and Craft	
Unit 11	Architectural Heritage of India
Unit 12	Salient Features of Indian Sculpture and Paintings
Unit 13	Classical and Folk Dances
Unit 14	Indian Music and Musical Instruments
Unit 15	Handicraft
Block 4	
Folk Traditions and Secteral Perspectives	
Unit 16	Age-old Legacy of Pilgrimages
Unit 17	Colours of Indian Fairs and Festivals
Unit 18	Secteral Perspective and Social Institutions
Unit 19	Modernization and Change

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BTTM - 2 nd Semester					
Paper Code	Paper Title	Credit	Assignment	ESE	Total
BTTM 201	Tourism Resources of Northern India	4	15	35	50
BTTM 202	Travel Agency & Tour Operation Business	4	15	35	50
BTTM203	International Tourism	4	15	35	50
BTTM 204	Hospitality, Hotel & Hoteliering	4	15	35	50
Foundation Course FES-10	Environmental Studies	NA	30	70	100
Total Credits		16	Total Marks		308

BTTM 201

Tourism Resources of Northern India

Programme: Bachelor in Tourism and Travel Management (BTTM 16)

Year / Semester: 2nd Semester

Objective: To familiarise learners and develop appreciation for the affluent Tourism resources of Northern India.

Block 1 :	
Unit 1	Nature and Adventure Tourism - Trekking, Mountaineering, Skiing and Water and Aero-Sports
Unit 2	Religious and Cultural Tourism/Special Events/Festivities
Unit 3	Museums and Monuments
Unit 4	Flora, Fauna and National Parks
Block 2 :	
Punjab, Haryana, Chandigarh and Delhi	
Unit 5	Museums, Monuments and Historical Sites
Unit 6	Parks and Sanctuaries
Unit 7	Religious Destinations
Unit 8	Folk Traditions, Festivities and Art and Craft
Block 3 :	
Uttar Pradesh, Madhya Pradesh and Chhatisgarh	

Unit 9	Monuments, Museums
Unit 10	Religious/Spiritual Tourism and Pilgrimage
Unit 11	National Parks, Wildlife Sanctuaries and Other Unique Natural Heritage
Unit 12	Folk Art, Craft and Festivities
Block 4 :	
Rajasthan and Gujarat	
Unit 13	Monuments and Museums
Unit 14	Religious Centres and Sites
Unit 15	Folk Traditions, Art, Craft and Festivities
Unit 16	Sea Beaches and Scope for Water Sports and Nature Tourism in Gujarat

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BTMM 202

Travel Agency and Tour Operations Business

Programme: Bachelor in Tourism and Travel Management (BTMM 16)

Year / Semester: 2nd Semester

Objective: To familiarize learners with the fundamentals of Tourism industry and to provide the conceptual understanding of the discipline.

Block	Unit	Title
Block 1	Unit 1	Travel and Tour Operations Trade: Origin and Development and Changing Scenario especially due to CRS & ICT
	Unit 2	Meaning and Definitions of Travel Agency and Tour Operations
	Unit 3	Forms & Typologies of Tour Operators and Travel Agents and Differentiations Between Them
	Unit 4	Role and Contributions of Travel Agents & Tour Operators in Development & Growth of Tourism Industry in India: Ethical, Legal and Regulatory Aspects of Travel Agency and Tour Operations Business
Block 2	Travel Agency Business	
	Unit 5	Core areas of Travel Agency Business and Functions (Ticketing, Travel Facilitation, Documentation, Marketing etc.)
	Unit 6	Departmentalization of a Travel Agency and Organizational Structure of a Standard Travel Agency
	Unit 7	Setting up a Travel Agency: Fiscal & Non-fiscal Incentives Provided by the Government and Sources of Income
Block 3	Unit 8	Procedures for approval from the State Department, Central Government and IATA
	Tour Operations Management	
	Unit 9	Tour Operations: Considerations, Challenges and Organization
	Unit 10	

	Unit 11	Organizational Structure and Functions of a Tour Operator (Negotiating & Contracting with Suppliers, Tour Planning & Execution, Marketing etc.)
	Unit 12	Factors Affecting Tour Planning and Sources of Income
Block 4	Case Studies of Travel Trade Organizations and Associations	
	Unit 13	Requirements and obligatory conditions to set up a Tour Operation Unit
	Unit 14	TAAL and IATTO
	Unit 15	LATA and WATA
	Unit 16	Thomas Cook and Cox & Kings
		Ortiz and SOTC

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BITM 203
International Tourism
 Programme: Bachelor in Tourism and Travel Management (BITM 16)
 Year / Semester: 2nd Semester
Objective: To equip the students with necessary knowledge on International Tourism trends and the related aspects, so that they could deal with planning, marketing or management of Tourism efficiently.

Block 1	
Contemporary Trends in International Tourism	
Unit 1	Global Tourist Traffic Trends and Receipt Patterns Over the Years
Unit 2	Regional Distribution of International Tourist Traffic and Tourism Receipts, Regional Disparities and Tourism gap.
Unit 3	Dynamics of Tourist Outflows from Leading Tourism Market Countries - U.S.A, Germany, U.K, France, Spain, Italy, Canada, Japan and Australia, with Special Reference to the Target Destinations and Demand Patterns.
Unit 4	Tourist Inflow Patterns to Popular Destination Countries - U.S.A, France, Spain, Italy, China, Austria, Switzerland and Australia.
Block 2	
International Tourism in SAAR Region with Special Reference to India	
Unit 5	State of International Tourism in Pakistan, Nepal and Bhutan
Unit 6	Performance of Bangla Desh, Sri Lanka and Maldives in International Tourism
Unit 7	India's Place in International Tourism in Inbound and Outbound Perspectives
Unit 8	Geographic, Demographic and Psychographic Segmentation of Effective and Potential Tourism Markets of India
Unit 9	Emerging Trends of 'E-tour', 'Rural', 'Eco', 'Medical', 'Adventure' and 'MICE' Tourism vis a vis Prospects of Indian Tourism
Block 3	
Role and Contribution of Leading International Organizations in Promotion of Tourism	
Unit 10	WTO
Unit 11	WTFE
Unit 12	PATA
Block 4	
Some Key Perspectives of International Tourism	
Unit 13	Impact of Major Political, Economic and Environmental Happenings on International Tourism
Unit 14	International Tourism in future perspective: Projections made by WTO and other Institutions
Unit 15	International Tourism: Global Understanding, World Peace and Ecotourism Harmony
Unit 16	Measurement of Tourist Traffic and Receipts Patterns: Measurement Techniques and their Limitations

BITM 204
Hospitality, Hotel and Hoteliering
 Programme: Bachelor in Tourism and Travel Management (BITM 16)
 Year / Semester: 2nd Semester
Objective: The course has been specially designed to provide an overview of the various essential perspectives of Hotel, so that the incumbents are better prepared to perceive and subsequently practice the dynamic operational and managerial functions of this sector, professionally.

Block 1	
Hospitality and Hoteliering: Meaning, Nature and Typologies	
Unit 1	Hospitality: Origin and Evolution in International Context
Unit 2	Age old Institution of Hospitality with the Spirit of 'Atithi Devo Bhava' in India and its present Status
Unit 3	Typology of Accommodation
Unit 4	Origin and growth of Hotel industry with special Reference to India
Block 2	
Departmentation in Standard International Hotel International Hotel and Organization and Functions of Various Departments	
Unit 5	Front Office
Unit 6	Food Production
Unit 7	F & B Service
Unit 8	House Keeping
Unit 9	Back Office and Other Ancillary Departments
Block 3	
Type and Forms of Hotels	
Unit 10	Classification of Hotel on Basis of Location, Size, Climate and Range of Service etc.
Unit 11	Star Classification - Criteria and Procedure Adopted in India
Unit 12	Resort Properties, Heritage Hotels and Escorts - Concept of Upscaling Dimensions

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Block 4	
Institutional, Promotional and Regulatory Aspects	
Unit 13	Manpower Requirement in Hotel Sector vis a vis Existing HRD Structure in India
Unit 14	Role and Contribution of T.T.D.C. and State Tourism Corporations in Development of Hotel Sector in India
Unit 15	Multinational Hotel Chains and their Impact on Indian Hoteliering Business.
Unit 16	Fiscal and Non-Fiscal Incentives Available for Hospitality Sector in the Country
Unit 17	International Regulations and Prevailing Ethical, Legal and Regulatory Framework in India
Block 5	
Case Studies of Hotels	
Unit 18	The Taj, Mumbai
Unit 19	Leela Reson Beach, Goa
Unit 20	The Cecil, Shimla

BTM -3rd Semester				
Paper Code	Paper Title	Credit	Assignment	ESE Total
BTM 301	Tourism Resources of Southern India	4	15	35
BTM 302	Itinerary Preparation and Tour Packaging	4	15	35
BTM 303	Computer Application in Tourism	4	15	35
BTM 304	Business Communication	4	15	35
Total Credits		16		140
				Total Marks
				200

BTM 301

Tourism Resources of Southern India

Programme: Bachelor in Tourism and Travel Management (BTM 16)

Year/Semester: 3rd Semester

Objective: To impart knowledge regarding the rich repository of tourism resources in Southern India and its sustainable promotion.

Block 1	
Maharashtra, Goa and, Daman and Diu	
Unit 1	Popular Monuments and Historical Sites
Unit 2	Shrines and Shrine Resorts
Unit 3	Folk Traditions, Art, Craft, Fairs and Festivals, and Scope for Ethnic Tourism
Unit 4	Beaches and Other Natural Manifestations of Touristic Significance
Block 2	
Karnataka and Andhra Pradesh	
Unit 5	Popular Movements and Historical Sites
Unit 6	Shrines and Shrine Resorts
Unit 7	Folk Traditions, Art, Craft, Fairs and Festivals, and Scope for Ethnic Tourism
Unit 8	Beaches and Other Natural Manifestations of Touristic Significance
Block 3	
Kerala, Tamilnada, Pondicherry and Andaman and Nicobar Islands	

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Unit 9	Popular Monuments and Historical Sites
Unit 10	Shrines and Shrine Resorts
Unit 11	Folk Traditions, Art, Craft, Fairs and Festivals, and Scope for Ethnic Tourism
Unit 12	Famous Beaches and Back Waters: National Parks and Other Natural Manifestations of Touristic Significance
Block 4	
Case Studies	
Unit 14	Ayazh
Unit 15	Tirupati Bella Ji
Unit 16	Malaballi Puram
Unit 17	Backwater Tourism of Kerala

BTM 302
 Itinerary Preparation and Tour Packaging
 Programme: Bachelor in Tourism and Travel Management (BTM 16)
 Year / Semester: 3rd Semester
 Objective: To impart knowledge for the most crucial and deciding aspect of Tour operations.

Block 1	
Itinerary Meaning, Nature and Scope	
Unit 1	Itinerary: Historical Evolution, Concept and Definition
Unit 2	The Elementary Components of an Itinerary
Unit 3	Relevance and Scope of Itineraries
Unit 4	The Art of Itinerary Planning (Sequence & Timing of Attractions, Route Planning, Rest Stops, Parking Management, Client-Specific Requirements, Energy Levels etc.)
Block 2	
Types of Itineraries	
Unit 5	Pre-designed and Tailor Made Itineraries
Unit 6	Tour Manager's/ Executive's Itinerary
Unit 7	Tour Escort's Itinerary
Unit 8	Tourist's Itinerary
Block 3	
Types of Tour Packages	
Unit 9	Historical, Cultural and Monumental Tour Packages
Unit 10	Adventure, Sports and Wellness Packages
Unit 11	Corporate and MICE Packages
Unit 12	Special Interest Tour Packages
Block 4	
Costing of Tour Packages	
Unit 13	Various Components of Tour Packages (Transportation, Accommodation, F & B, Escort & Guiding, Entertainment and Shopping)
Unit 14	Negotiating & Contracting with Suppliers
Unit 15	Cost Evaluation, Competition Analysis and Strategic Costing
Unit 16	Pricing of the Tour Packages on FIT and GIT Regime (Add Ons)

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BTTM 303
Computer Applications in Tourism
Programme: Bachelor in Tourism and Travel Management (BTTM 16)
Year / Semester: 3rd Semester
Objective: An introduction to micro computing for the non-specialist, and provides students with an understanding of the role of information systems in the management of tourism & hotel facilities.

Block 1	
Computer Technology and Tourism	
Unit 1	History and Evolution of Computer Generation; Computer Hardware and Computer Software, CPU
Unit 2	Concepts of Computer Applications, Input / Output Devices, Numbering System and Data Representation, DOS Commands
Unit 3	Windows and MS Office, MS Word / MS Excel / MS Power Presentation;
Unit 4	Uses of Computer Technology in Tourism Industry: Travel Agency, Hospitality and Airlines Operators
Block 2	
Application of Computer Software in Tourism Industry	
Unit 5	Introduction of CRS, CRS for Rail Transport, CRS for Hotel Booking, CRS for Airlines
Unit 6	Global Distribution system- Concept and uses An introduction to Amadeus, Galileo, sabre and worldspan
Unit 7	Use of MICROS - FIDELIO and other latest software in Tourism Operation Customized softwares of various organization case study (TCI/Konni)
Unit 8	Advantages and Disadvantages of using computer technology; Advantages and Disadvantages of using computer software
Block 3	
Fundamentals of Internet	
Unit 9	Introduction to Internet, Accessing Web Sites,
Unit 10	Computer Network & Microsoft outlook Concept of LAN, WAN and What is E-Mail, Sending & Receiving of E-Mails, Subscription of E-Mail to various Sites,
Unit 11	Search Engines, Searching through various Search Engines, Chatting, and Various Online Messages.
Unit 12	Travel Agency Automation, Tourism Production System, Air Chair Tourism, E-Tourism Business, E-Tourism Marketing

Block 4	
E-Business in Tourism	
Unit 13	Meaning and Applications of E-Commerce, E-Business and E-Marketing; Significance of E-Commerce in Tourism and Travel
Unit 14	E-Business Setup: B2B, B2C, C2C
Unit 15	Safety and Security in E-Business; Encryption, Firewall, Digital Signature
Unit 16	On line business and it's setup, Study of any Three E-Business Organisation in Tourism and Travel

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BTM 304
Business Communication
Programme: Bachelor in Tourism and Travel Management (BTM 16)
Year / Semester: 3rd Semester
Objective: The basic objective is to help the students to acquire and develop both written and oral communication skills necessary in the Travel Trade, and also to understand the basic concepts of communication in an organization.

Block 1	
Concept of Communication	
Unit 1	Communication: Definition, Need, Purpose and Process, Importance of Communication in Tourism Industry
Unit 2	Communication Networks, Directions of Communication, Types of Communication.
Unit 3	Differences between Oral and Written Communication, Directions of Communication, Barriers and Gateways to Communication
Unit 4	Cross Cultural Communications: Concepts of Culture, Functions and Impacts of Culture on Communication Important Expression in Cross Cultural Communication
Block 2	
Written Communication	
Unit 5	Principles of Business Communication, Process of Preparing Effective Business Messages.
Unit 6	Stages of Writing, Purpose of Written Communication in Professional Environment
Unit 7	Types of Written Communication, Report, Proposals, Circulars, Memos, Notices, Agendas, Minutes and Drafting
Unit 8	Writing Letters, Business Letter Formats, Types of Letters, Telex Messages, E-mail Communication, Communication through Internet
Block 3	
Verbal Communication	
Unit 9	Listening: Definition, Types and Levels of Listening; Keys to effective Listening
Unit 10	Effective Speaking: Essential Qualities of a Good Speaker, Appearance and Bodily Actions, Use of Voice, Use of Visual Aids

Unit 11	Telephone Handling: Need for favorable voice quality, Listening vs. Hearing, Handling Verbal Complaints.
Unit 12	Barriers of Verbal Communications
Block 4	
Non Verbal Communication	
Unit 13	Classification of Non Verbal Communication: Kinesics, Proxemics, Time Language, Paralanguage, Physical Context
Unit 14	Body Gestures and Messages that are communicated through Gestures
Unit 15	Grooming Standards, Impact of Body Language in Tourism Industry
Unit 16	Assertive, Aggressive and Passive Behaviors

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BTM 304
 BUSINESS COMMUNICATION
 PAPER - I (THEORY)

BTMM - 4th Semester				
Paper Code	Paper Title	Credits	Assignment	ESB Total
BTMM 401	Tourism Resources of Eastern India	4	15	50
BTMM 402	Airlines Ticketing and Cargo Operations	4	15	35
BTMM 403	Tourism, Travel Transport	4	15	35
BTMM 404	Accounting and Financial Management	4	15	35
Foundation Course	Human Values and Ethics	N/A	30	70
BTMM 10				100
Total Credits		16	Total Marks	300

BTMM 401
 Tourism Resources of Eastern India
 Programme: Bachelor in Tourism and Travel Management (BTMM 16)
 Year/Semester: 4th Semester
Objective: To acquaint learners with the tourism resources of Eastern India and also to develop a rational and sustainable thinking in context with the promotion of these resources.

Block 1	
Unit 1	Monuments, Museums and Historical Places
Unit 2	Religious Centres and Sites
Unit 3	Folk Art, Craft and Festivities
Unit 4	National Parks and other Nature Tourism Destinations
Block 2	
Unit 5	Monuments, Museums and Historical Places Orissa, West Bengal and Sikkim
Unit 6	Religious Centres and Sites
Unit 7	Folk Art, Craft and Festivities
Unit 8	National Parks, Beaches and other Natural Sites
Block 3	
Meghalaya, Assam and Tripura	

Unit 9	Monuments, Museums and Historical Places
Unit 10	Religious Centres and Sites
Unit 11	Folk Art, Craft and Festivities
Unit 12	Nature Tourism Attractions
Block 4	
Unit 13	Manipur, Mizoram Nagaland and Arunachal Pradesh Monuments, Museums and Historical Places
Unit 14	Religious Centres and Sites
Unit 15	Folk Customs, Costumes, Traditions, Art, Craft and Festivities
Unit 16	Potential Appeal for Eco Tourism, Ethnic Tourists and Adventurous Souls

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BTM 482

Airlines: Ticketing and Cargo Operations

Prerequisite: Bachelor in Tourism and Travel Management (BTM 16)

Year / Semester: 4th Semester

Objective: To disseminate knowledge regarding the documentation, operations and packaging of highly dynamic and sensitive Aviation and Cargo Industry.

Block 1 Travel Documentation	
Unit 1	Passport & VISA
Unit 2	Passenger Insurance Associated Documentation
Unit 3	Health Related Documents
Unit 4	Baggage Documentation and Regulations
Block 2 Aircraft and Flight Services	
Unit 5	Aircrafts Configuration and Features
Unit 6	Passenger Capacity and Aircraft Seating Plans
Unit 7	Passenger Handling & Management
Unit 8	Food & Beverage Services and Passenger Safety Plans
Block 3 Ticketing, Tour Costing and Pricing	
Unit 9	Airline Reservations, Domestic and International Ticketing
Unit 10	Tarif Terminology and Fare Calculation
Unit 11	Factors Affecting the Tour Cost and Procedure for Cost Determination
Unit 12	Pricing Strategies and Calculation of Tour Price
Block 4 Air Cargo Operations	
Unit 13	Growth and Evolution of Cargo Industry, IATA Conference Areas

Unit 14	Time Zones and Calculation of Flying Time, GMT variations, Elapsed /Flying /ground/transportation time
Unit 15	IATA 3-letter City / Apr. Codes, Airlines, Country and Currency codes
Unit 16	Air Way Bill, Cargo Rating- GCR, OOR & SCR

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FOR THE
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BTTM 483
Tourism, Travel and Transport
Programme: Bachelor in Tourism and Travel Management (BTTM 16)
Year/Semester: 4th Semester
Objective: To disseminate knowledge regarding the concepts, characters, growth and management of transport management.

Block 1 Introduction to Transport System	
Unit 1	Characteristics of Transport System
Unit 2	Types and Modes of Tourist Transport
Unit 3	Landmarks in the Development of Transport Sector
Unit 4	Tourist Transport System: Distribution and Operational Requirements
Block 2 Various Modes of Transport	
Unit 5	Air Transport: Origin and Growth in International Context
Unit 6	Surface Transport: Growth and Development
Unit 7	Water Transport: Evolution, Growth and Prospects
Unit 8	Linkages and Inter-Relationship between different modes of Transport
Block 3 National and International Organizations	
Unit 9	Role and Importance of IATA and ICAN in Development of Air Transport Industry
Unit 10	Role and Functions of IYCCA
Unit 11	Contribution of ITTA in Growth of Indian Tourist Transport Industry
Unit 12	Indian Railways and Tourism
Block 4 Marketing of Tourist Transport	
Unit 13	Demand and Supply Equation vis-à-vis of Tourist Transport
Unit 14	Promotion of Tourist Transport: Approaches and Techniques
Unit 15	Effective Sales and Advertising for Tourist Transport
Unit 16	Marketing of Tourist Transport: Challenges and Prospect

BTTM 444
Accounting and Financial Management
Programme: Bachelor in Tourism and Travel Management (BTTM 16)
Year /Semester: 4th Semester
Objective: To build the conceptual understanding of Accounting and Finance in the learners thereby helping them in the maintenance of accounts, pertinent to any organization.

Block 1 Accounting : Introduction	
Unit 1	Accounting: Meaning, Definition, Objective & Scope.
Unit 2	Basic terms in Accounting, Accounting principles, branches of Accounting, Uses of accounting, Limitation of accounting.
Unit 3	Concept & Conventions; Accounting Vs Accountancy; Functions of accountants in modern times
Unit 4	Practical system of book-keeping - Cash Book, types of cash book, single column, double column, The Double Entry System
Block 2 Subsidiary Books of Accounts	
Unit 5	Journal-debit & credit, rules of debit & credit, method of Journalising.
Unit 6	Ledger-meaning of ledger, utility of ledger, posting of entries.
Unit 7	Petty-Cash Book, Trial Balance: Meaning, Objective and Preparation of Trial Balance, Errors and Rectification of Errors
Unit 8	Profit and Loss Account, Preparation of Balance Sheet
Block 3 Financial Accounting	
Unit 9	Meaning, Need, Objective, Concept and Function of Finance and Finance Management
Unit 10	Statement of changes in Financial Position, Fund Flow Analysis
Unit 11	Financial Statement Analysis: Ratio Analysis
Unit 12	Analysis of Risk and Uncertainty
Block 4 Financial Planning	
Unit 13	Sources of finance: Meaning and Steps of Financial Planning
Unit 14	Over and Under-capitalization theories, Theory and Planning of working capital management
Unit 15	Meaning and Importance of Capital Budgeting, Returns for Capital Expenditure
Unit 16	Evaluation Techniques: PBP, BCR, NPV, IRR, Dividend

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BTM -5 th Semester					
Paper Code	Paper Title	Credit	Assignment	RSP	Total
BTM 501	Fundamentals of Human Resource and Organization Behaviour	4	15	35	50
BTM 502	Leading World Destinations	4	15	35	50
BTM 503	Tourism Impacts	4	15	35	50
BTM 504	Industrial Training or Project Report	4	15	35	50
Total Credits		16	Total Marks		200

BTM 501

Fundamentals of Human Resource and Organization Behaviour
 Programme: Bachelor in Tourism and Travel Management BTM 16
 Year / Semester: 5th Semester

Objective: The success of any organization depends upon the Human Resources working in the Organization. being a labour intensive industry, the tourism industry highly relies on its man power. The course focuses on the complete cycle through which the Human Resources undergo after joining the organisation. The course also specifically covers the need and the requirement of Human Resources in the Tourism Industry.

Block 1	
The Foundations and Challenges of HRM	
Unit 1	Definition of HRM, Role, Importance and Challenges of HRM
Unit 2	Differences between HRM and HRD, Meaning and Importance of HRD
Unit 3	HRM in Tourism Industry in India: Travel Agencies, Hotels
Unit 4	Organizational Structure of HR Department in Tourism Industry with the help of Case Studies
Block 2	
Human Resource Planning	
Unit 5	Job Evaluation: Concept, scope and limitation

Unit 6	Job Analysis and Job Description-Concepts and methods: Task Analysis
Unit 7	Recruitment and Selection Process: Induction and placement; Employees Training and Development
Unit 8	Performance Appraisal - Methods, Techniques and Monitoring Transfer, Promotion and Rewards: Grievances and disciplinary issues
Block 3	
Introduction to Organizational Behaviour	
Unit 9	Meaning, Definition and Importance of Organization Behaviour
Unit 10	Perception and Motivation in Organizations
Unit 11	Process of Learning in the study of Organization Behaviour: Meaning, Factors influencing Learning
Unit 12	Organizational Communication: Meaning, Types, Forms and Networks
Block 4	
Organization Effectiveness	
Unit 13	Leadership: Meaning, Types and Process Theories
Unit 14	Group Behaviour in Organization
Unit 15	Meaning and Concept of Organization Effectiveness
Unit 16	Organization Change and Organization Development with Case Studies Emerging trends and perspectives

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BTM S02
 Leading World Destinations
 Programme: Bachelor in Tourism and Travel Management (BTM 16)
 Year / Semester: 5th Semester

Units	Block 1 Popular Tourism Destination Countries of North and South America and Their Touristic Appeal
Unit 1	USA
Unit 2	Canada
Unit 3	Mexico
Unit 4	Brazil and Argentina
	Block 2 Touristic Heritage of Key Destinations of Prominent Tourism Countries of Europe
Unit 5	France
Unit 6	Italy
Unit 7	Spain
Unit 8	UK
	Block 3 Tourist Attractions of Emerging Destination Countries of Asia
Unit 10	China and Hong Kong,
Unit 11	Thailand
Unit 12	Singapore
Unit 13	Japan
	Block 4 Unique Tourist Resources of Selected Countries of Africa and Oceania
Unit 14	South Africa
Unit 15	Egypt and Kenya
Unit 16	Australia
Unit 17	New Zealand

BTM S#3
 Tourism Impact
 Programme: Bachelor in Tourism and Travel Management (BTM 16)
 Year / Semester: 5th Semester
 Objective: To familiarize learners with the socio-economic and environmental impacts of Tourism.

	Block 1 Impact of Tourism on Socio-economic Environment of the Destination
Unit 1	Good, Bad and Ugly Faces of Tourism
Unit 2	Direct, Indirect and Induced Economic Benefits of Tourism to Destination Economy
Unit 3	Multipier Effects of Tourism: Sales, Output, Income and Employment Multiplier of Tourism.
Unit 4	Social Benefits of Tourism - Improvement in Living Standard, Social Awareness and Integration, Greater Communication with Outside World and Modernization of Infrastructure
Unit 5	Negative Implications of Tourism: Neo-colonization, Inflation, Conscious Consumption patterns, Withdrawal of Labor from other Sectors and Over-dependence on Tourism
Unit 6	Social Costs of Tourism - Demonstration Effect, Materialistic Attitude, Dilution of Social Institutions, increase in crime
	Block 2 Tourism and Destination Culture
Unit 7	Tourism and Culture Inter-relationship: Synergy, Symbiosis, and Antagonism
Unit 8	Positive Impacts of Tourism on Culture: Contribution towards Conservation of Heritage Objects, revival and Rediscovery of lost traditions, Motivation to Artisans and Craftsmanship, Cultural Awareness and Keener Sense of belongingness for cultural heritage
Unit 9	Negative Cultural Implications of Tourism: Over-use of Monuments and other Cultural Objects, Xenophobia, Cultural Shocks, Erosion of Religious Values and Institutions, Acculturation, Beggar Mentality, Commercialization of Art, Craft and Traditions

Wahid Fuaiz Anja

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Block 3 Tourism, Environment and Ecology	
Unit 10	Tourism, Ecology and Environment: Relationship of Complementarity vs Conflict
Unit 11	Positive Impacts of Tourism on Ecology: Direct and Indirect Contribution in Protection, Preservation of Natural Heritage, Judicials and Non-Consumptive use of Natural Resources, Instilling Environmental Awareness and Supporting the Cause of National Parks, Wildlife Sanctuaries and Biosphere Reserves and,
Unit 12	Negative Environmental Implications of Tourism: Encroachment on natural areas, Over-crowding, Noise and Pollution, deterioration of environmental quality and Disturbance in Eco-balance
Block 4 Tourism Carrying Capacity and Environmental Impact Assessment	
Unit 13	Essence of Sustainable Tourism Development
Unit 14	Bio-physical, Socio Cultural, Aesthetic and Facility Carrying Capacity: Concept, Need and Evaluation Techniques
Unit 15	Environmental Impact Assessment (EIA) and Environmental Auditing
Block 5 Legal and Regulatory Framework for Protection and Conservation of Environment and Natural Resources	
Unit 16	Environmental Protection Act
Unit 17	Wildlife and Forest Protection Act
Unit 18	Water, Air Protection Acts

BTM 504

Industrial Training or Project Report

Programme: Bachelor in Tourism and Travel Management BTM 16

Year / Semester: 4th Semester

Objective:

To confront students with the actual working environment thereby providing an opportunity to see their theoretical knowledge practically.

Industrial training:

Learners shall undergo a two months industrial training in an approved travel trade, and related organization. The learners shall submit the following:

a) A detailed report of the Organization and job profile in triplicate at least one month before the commencement of the end term examination or on the dates stipulated by the university.

b) The learners shall necessarily submit a photo copy of certificate of industrial training along with the remarks by the supervisor / manager under whose guidance the industrial training has been completed.

The Industrial Training & Project report carries 100 marks (50 marks for Industrial Training Report or Project Report and 50 marks for Viva-Voce) which shall be evaluated by a panel of two experts (One Internal and One External).

The panel will be formulated under the directions of examination controller.

Project Report:

Contents:

Project report should be divided into two parts. The first part will comprise a brief description of the Organization; Photographs etc while for the other part students have to choose a topic of their choice relating to the Programme undergone.

The Project report should ideally contain 50 pages and should be duly signed by the concerned head of the department, travel agency or organization.

It shall also include a photocopy of the certificate of training issued by the respective organization. The Report shall remain an essential criterion for the award of marks for the industrial training.

Report shall be submitted before the commencement of examination or on the dates as stipulated by the university.

DESIGN:

Reports should contain pictures, charts, brochures etc. The Cover page of the Report should contain your name, enrolment no., programme name, programme code, session, study center name and code.

Note: After submission of the Training report or Project Report students will give its Viva-Voce at University's Headquarter.

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BTM-4 th Semester					
Paper Code	Paper Title	Credit	Assignment	ESE	Total
BTM 601	Tourist Heritage of Uttarakhand	4	15	35	50
BTM 602	Tourism Policy & Planning	4	15	35	50
BTM 603	MICE Tourism	4	15	35	50
BTM 604	Entrepreneurship Development	4	15	35	50
Total Credits		16		Total Marks	200

BTM 601
 Tourist Heritage of Uttarakhand
 Programme: Bachelor in Tourism and Travel Management (BTM 16)
 Year / Semester: 6th Semester
 Objective: To illustrate the affluent Heritage of Uttarakhand and organizational role in Tourism development in the state.

Block 1 Introduction to Uttarakhand	
Unit 1	Geographic Personality of Uttarakhand
Unit 2	Historical Perspective
Unit 3	Flora and Fauna
Unit 4	Socio-cultural and Economic Perspective
Block 2 Nature Based Tourism Activities – Existing Resource-use Patterns and Further Prospects	
Unit 5	Effective and Potential Destinations for Mountaineering and Rock Climbing
Unit 6	Trekking – Trends and Opportunities
Unit 7	Alps Ski Resort and Other Prospective Skiing Sites
Unit 8	River Running - Status and Scope
Unit 9	Parks, Sanctuaries and Wildlife Tourism
Unit 10	Popular Hill Resorts of the State

Block 3 Religious and Spiritual Heritage	
Unit 11	The Panch Kedar and The Panch Badris
Unit 12	The Gangotri, The Yamunotri and Popular Shakti Peets
Unit 13	Religious and Spiritual Significance of Haridwar, Rishikesh, Joshimath and Uterkashi
Block 4 Other Cultural Legacies	
Unit 14	Important Monuments, Museums and Historical Sites
Unit 15	Fairs, Festival and Religious Processions
Unit 16	Folk Traditions, art and Craftsmanship
Block 5 Organizational and Planning Perspectives	
Unit 17	State Department of Tourism – Organization, Policies and Performance
Unit 18	'Garhwal' and 'Kumaon' Mandal Vikas Nigam - Role and Contribution in Promotion of Tourism in Uttarakhand
Unit 19	Prevailing International and Domestic Tourism Traffic Trends and Growth Prospects.

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BTM 602

Tourism Policy and Planning
Programme: Bachelor in Tourism and Travel Management (BTM) 16
Year / Semester: 6th Semester

Objective: To impart knowledge regarding the process and approaches to tourism policy and planning. To also aware learners about the Indian tourism policies and planning considered so far.

Block 1	
Tourism Policy and Planning Framework	
Unit 1	Review of Tourism Planning Progress in International and India Context
Unit 2	Tourism Policy – Meaning, Nature, Relevance and Salient Feature
Unit 3	Tourism Planning: Significance, Constraints, Grey Areas and Scope
Unit 4	Levels and Types of Tourism Planning
Unit 5	Destination Development and its Components
Unit 6	Concept of Destination Life Cycle and its Relevance in the Context of Destination Planning
Block 2	
Steps and Stages in Destination Planning	
Unit 7	'Conceptualization', 'Background Analysis' and 'In-depth Research and Analysis Phase'
Unit 8	'Synthesis' Phase and Preparation of Position Statements
Unit 9	Objective-setting, Goal-setting and Strategy-setting and Plan Writing
Unit 10	Tourism Project Feasibility Study
Block 3	
Approaches to Tourism Planning	
Unit 11	Eco-centric or Environmental Approach of Tourism Planning
Unit 12	Community Approach of Tourism Planning
Unit 13	Concept of Tourism Complex Planning and its relevance in Indian Context.

Block 4	
Tourism Policy and Planning: Indian Perspective	
Unit 14	Place of Tourism in India's Five Year Plans
Unit 15	Tourism Policy of India and Contribution of NCT to this Effort
Unit 16	Organizational Structure of Tourism in India at Central and State Level
Unit 17	Salient Features of the Tourism Policy of Himachal Pradesh, Rajasthan, Goa, Karnataka and Kerala.

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BTTM 603

MICE Tourism



Programme: Bachelor in Tourism and Travel and Management (BTTM 161)

Year / Semester: 6th Semester

Objective: To accustom learners with the inevitable sub sector of business tourism, claiming to be the highest revenue generator form of tourism in modern times.

Block 1 MICE and Major Stakeholders	
Unit 1	Concept of MICE, Types of Meetings, Incentive Tours, Conferences and Events; Emergence of MICE Business in India and World
Unit 2	Socio Economic Importance of MICE Business in India and Competitiveness of India in MICE Business
Unit 3	Bidding for Events and Scheduling for Events, Role of event in Tourism Promotion
Unit 4	Major Stakeholders (Public and Private Sectors: Hotels, Airlines, Transport Companies, Travel Agencies etc.) in MICE Business and their contribution
Block 2 Meeting Process	
Unit 5	Arrangement and Facilitation of Meetings: Venue, Timing, Equipment's and other arrangements during Meetings
Unit 6	Arrangement for Participants in Meetings: Accommodation and Catering, Pre and Post Tours etc.
Unit 7	MICE Market in India: Internal and External
Unit 8	Incentive Tours Business and its Management
Block 3 Management of Conferences	
Unit 9	Process of Planning and Organizing Events
Unit 10	Organizing International Conferences in India: Legal Formalities.
Unit 11	Managing Sports Events
Unit 12	ICCA, International Congress & Convention Association, UJA Union Association International in French speaking regions, ICPR (Indian Convention

	Promotion Bureau in India), AACVB (Asian Association of convention and visitor's Bureau)- Development and role
Block 4 Case Studies In MICE	
Unit 13	Major Types of Events: Cultural Events, Festivals, Sports Events and Thematic Events
Unit 14	Case Study of VIRASAT (Cultural Festival of Umranghurd), Case Study of Yoga Festival of Rishikesh.
Unit 15	Case Study of Trade Fair Authority of India and its Activities. Comparative case studies of Statue Park in Singapore and New Delhi
Unit 16	The role of marketing for event organization, Tools for marketing and promotion, The Marketing Process


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BTM 604
 Entrepreneurship Development
 Programme: Bachelor in Tourism and Travel Management (BTM 16)
 Year / Semester: 6th Semester
 Objective: To invoke an understanding and nurture thinking towards the scope of entrepreneurial development in tourism.

Block 1 Entrepreneurship and Institutional Role	
Unit 1	Entrepreneurial Traits, Types and Significance; Entrepreneurship Skills
Unit 2	Definition, Characteristics of Entrepreneurial Types; Role of Entrepreneur in Economic and Social Development
Unit 3	Theories of Entrepreneurship; Preparation of Business Plan
Unit 4	Institutional role in the development of Entrepreneurs like SIDCO (State Industrial Development Corporation) and Banks
Block 2 Enterprise Development	
Unit 5	Identification of Entrepreneurship opportunities and Environmental Analysis
Unit 6	Feasibility Study and Impact Assessment
Unit 7	Legal requirements for Small Scale Enterprises (SSE's) in Tourism; Documentation for SSE's in India and Uttrakhand
Unit 8	Managing of Family Enterprises in Tourism
Block 3 Issues related to SSE's	
Unit 9	Opening of Small Scale Tourism Enterprises; Market Analysis and Assessment
Unit 10	Choice of site and Technology; Financing Options
Unit 11	Ownership Structure and Organizational Framework
Unit 12	Role and Importance of Entrepreneur in Economic Growth;
Block 4 Management of SSE's	
Unit 13	Managerial Processes in SSE's;

Unit 14	Managing Human Resources in SSE's
Unit 15	Performance Assessment and Control of SSE's
Unit 16	Marketing SSE's in Tourism; Use of Internet and Consortiums

Prachi Arora
Editor
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BTM - 7th Semester					
Paper Code	Paper Title	Credit	Assignment	ESE	Total
BTM 701	MIS for Tourism	4	15	35	50
BTM 702	Tour Guiding	4	15	35	50
BTM 703	Communication Skill & Personality Development	4	15	35	50
BTM 704	Emerging Trends in Tourism and Tourism Documentation	4	15	35	50
Total Credits		16			Total Marks
					200

BTM 701
MIS for Tourism
 Programme: Bachelor in Tourism & Travel Management (BTM 16)
 Year/Semester: 7th Semester
 Objectives: 1. To enable students to work with different computation process and analysis. 2. To understand the need of MIS in tourism related industries.

Block 1	
Introduction to MIS	
Unit 1	Meaning, Concept and Scope of MIS.
Unit 2	Key Components and Elements of MIS.
Unit 3	Approaches to Information Systems.
Unit 4	Various types of Information Systems and Their Implications
Block 2	
MIS & Computers	
Unit 5	Computer s and Components of a computer System
Unit 6	Operation of manual information system and Conversion of Manual to Computer based systems.
Unit 7	Data Processing, Data Rank Concept and Types of Computer based Applications.
Unit 8	Data Based Management Systems
Block 3	
Planning Designing and Implementation of MIS	
Unit 9	Planning MIS: Need, Dimensions and Techniques

Unit 10	Systematic Process involved In Designing MIS
Unit 11	Implementing MIS: Steps in Implementation
Unit 12	Decision Making and MIS
Block 4	
MIS and Tourism	
Unit 13	MIS and Tourism .. Scope and Significance
Unit 14	Application of CRS in Travel Trade and Hospitality Sectors of Tourism
Unit 15	Business Applications of Computers in Tourism Industry with Special Reference to Financial Analysis and Marketing
Unit 16	Scope of Computer Applications in Destination Planning and Development

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BTMM 702

Tour Guiding Bachelor in Tourism & Travel Management (BTMM) 16

Year/Semester: 7th Semester
 Objectives: To acquire an in-depth knowledge about the profession of tour guiding and escorting

Unit 1	Tourist Guide: Meaning, Types, Duties and Responsibilities, Training, Sources of Learnings.
Unit 2	Registration of Guides: Types and Procedure
Unit 3	Understanding Travellers Needs and Wants: Customer Care, Feedback Assessment and Analysis
Unit 4	Seeking Site Knowledge: Sources of Information
Unit 5	Visitor Facilitations: Caring for Customers and Meeting assistance and transfers.
Unit 6	Guiding Skills: Personality and Knowledge Role of Body Language, Skills of Different Guides
Unit 7	Understanding Rules & Regulations: Forest Guides, Govt. Rules, Chaitans and FIR etc.
Unit 8	Managing Special Situations: Dealing with Late Coming Passengers, Loss of Passport, Loss of Money, Missing Members, Difficult Questions etc.
Unit 9	Handling Complaints, Sickness and Disabled Passengers, Working in Difficult Situation (Political Strikes, Road Blocks and Terrorism etc.), Safety and Security: Basic First Aid
Unit 10	Personality Developments and Communication Skills: Relevance in Tourism
Unit 11	Understanding the Cultural Gaps Between Tourist and Hosts in Linguistic Attitudes
Unit 12	Uses and Misuse of History in Guiding
Unit 13	Tour Escort: Meaning, Responsibilities, Basic Qualification, Sources of Earning

BTMM 703

Communication Skill & Personality Development Bachelor in Tourism & Travel Management (BTMM-16)

Year/Semester: 7th Semester
 Objectives: This course will introduce learners to the role and importance of effective communication at workplace. It presents principles of communication responsible for good interpersonal interaction.

Unit-1	Principles of Communication: Meaning and Definitions of Communication, Features, Objectives, Need, Process and Types of Communication, Models, Importance of Communication, Barriers of Communication, How to make Communication Effective, Differences between Oral and Written Communication, GC's in Communication.
Unit-2	Verbal Communication: Introduction, Definition, Features and Types of Verbal Communication, Advantages of Verbal Communication, Guidelines for Effective Verbal Communication.
Unit-3	Non-Verbal Communication: Meaning and Definitions of Non-Verbal Communication, Characteristics, Advantages & Disadvantages of Non-Verbal Communication, Types of Non-Verbal Communication, Impacts of Body Language in Tourism Industry, Differences between Verbal and Non-Verbal Communication.
Unit-4	Listening: Significance of Effective Listening, Active Listening, Some Do's for Listeners and Some Don'ts for Listeners, Obstacles to Effective Listening, Guidelines to Effective Listening, How to Become A Good Listener
Unit-5	Public Speaking: Selection of the Topic, Audience Analysis, Researching and Planning the Speech, Organizing the Speech, Tips for Effective Public Speaking, Developing Confidence and Overcoming Fear, Essential Qualities of a Good Speaker.
Unit-6	Meeting and Conference: Meaning, Features, Procedure, Planning and Arrangement of Meeting and Conference, Chairmanship, Participation, Physical Arrangement, Nature and Definition of Meeting and Conference, Types of Discussion Group, Regulating Speech, Organizing Conferences and Evaluating Oral Presentation
Unit-7	Group Discussion: Meaning and Definitions of Group Discussion, Features and Types of Group Discussion, Preparation for Group Discussion, Process of Group Discussion, Category of Topics Discussion, What is Observed in Group Discussion? Guidelines to Improve Performance in Group Discussion, Overcoming Mistakes in Group Discussion.
Unit 8	Interview: Meaning, Features & Purposes, Types of Interview, Successful Interview, Appearance & Dress, How to conduct yourself during the interview.
Unit 9	Written Communication: Introduction, Features, Advantages, Disadvantages, Writing an Effective Mail, Rules for Good Writing

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BTM 204
Emerging Trends in Tourism and Tourism Documentation
Programme: Bachelor in Tourism and Travel Management (BTM-16)
Year/Semester: 7th Semester
Objective: International tourism involves several kinds of travel formalities and documentations. The students of tourism must know about such formalities & documentations, which are needed in the form of several documents so in the present course the students will learn about required documents to travel in a foreign travels.

Block 1	
Basic Concepts of Travel Documents	
Unit 1	Medical Tourism: concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism. Resource available in India medical Tourism
Unit 2	MICE: Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fairs, facilities available in India for MICE. Convention Management- Role of the meeting manager. Types, skills required and responsibilities.
Unit 3	Rural Tourism: concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism. Rural tourism- Benefits or Burden?
Unit 4	Eco-Tourism: Definition of Ecotourism, Ecotourism resource: identifying, listing and understanding. Ecotourism resource categories (Natural, built and events) protected areas: definition, categories and roles, identifying and describing eco-tourism products.
Block 2	
Indian Passport	
Unit 5	Passport: History, definition, meaning, issuance, physical appearance, how to get the passport form.
Unit 6	The essential documents required while applying for a passport: photographs, fee and other documents, Checklists, change of name.
Unit 7	Types of passports: Passport Act 1967, Lost/Damaged Passport.
Unit 8	Limitations on use, International travel without passport
Block 3	
Visa	
Unit 9	VISA: History, definition, meaning, features, significance in tourism industry.
Unit 10	Types of Visa issued by India, Visa Fees, Visa Refusal or Pending, how to obtain Visa, Necessary documents to get Visa, Visa free-entry.
Unit 11	Visa on Arrival for Indian travellers, Online Visa Registration, Schengen Visa
Unit 12	Tourist Visa for Spain, Australia, USA, Canada, & France.
Block 4	
Other Important Documents Required for Travel	
Unit 13	Health regulations for international travel: compulsory vaccinations.
Unit 14	Special permits for restricted areas in India.
Unit 15	Travel Insurance: Meaning, features, types and clauses included in most policies.
Unit 16	Foreign exchange/currency: Indian currency, RBI Regulations, Foreign Exchange Management Act, Process for Encashment of Foreign Currency.

BTM - 8 th Semester					
Paper Code	Paper Title	Credit	Assignment	ESE	Total
BTM 801	Tourism Organizations	4	15	35	50
BTM 802	Adventure Tourism	4	15	35	50
BTM 803	Pilgrimage Tourism in India.	4	15	35	50
BTM 804	Geography of Tourism	4	15	35	50
Total Credits		16			
			Total Marks		200

BTM 801
Tourism Organizations:
Programme: Bachelor in Tourism and Travel Management (BTM-16)
Year/Semester: 8th Semester
Objective: After reading this paper students will be able to:

- Understand the need of tourism organizations
- Know the different levels of tourism organizations-private, national and international.
- Learn about various functions performed by these organizations.
- Understand the role played by organizations for the benefit of travellers.
- Know the role played by international, national, regional and local organizations for their members.

Block 1	
Introduction & International Organizations I	
Unit 1	Tourism Organizations: History, introduction, features, need, significance in growth of tourism industry.
Unit 2	World Travel & Tourism Council (WTTCC): History, organisation, membership & functions.
Unit 3	International Air Transport Association (IATA): History, Aims, Services, Activities, Membership.
Unit 4	International Civil Aviation Organization (ICAO): History, Objectives, Functions, Organizational Structure.
Block 2	
International Organizations II	
Unit 5	United Nations World Tourism Organization (UNWTO): History, aim, membership, functions, role etc.
Unit 6	United Federation of Travel Agents Association (UFTAA): History, introduction, mission, functions and membership.

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Unit 7	Pacific Asia Travel Association (PATA): History, Chapters, Members and Events.
Unit 8	American Society of Travel Agents (ASTA): History, Introduction objectives, Membership, Functions etc.
Block 3	
Indian Tourism Organizations-I	
Unit 09	Indian Association of Tour Operators (IATO): Purpose, Objectives, Membership and Functions.
Unit 10	India Tourism Development Corporation Limited (ITDC): History, objectives, functions and role.
Unit 11	Tourism Finance Corporation of India (TFCI): Introduction, objectives, functions role in growth of tourism industry in India.
Unit 12	Federation of Hotel and Restaurant Association of India (FHRAI): History, Objectives, Activities, Membership.
Block 4	
Indian Tourism Organizations-II	
Unit 13	Travel Agents Association of India (TAAI): History, Purpose, Objectives, Activities and Membership.
Unit 14	India Tourism, Ministry of Tourism: Functions/Activities of India Tourism offices in India, State Tourism Development Corporation (Uttarakhand, U.P., M.P.)
Unit 15	Tourism Finance Corporation of India (TFCI)
Unit 16	The Archaeological Survey of India

BTM 802
Adventure Tourism
Programme: Bachelor in Tourism and Travel Management (BTM 16)
Year/Semester: 8th Semester
Objective: This course will focus on the concept & types of Adventure tourism, Institutes running courses, potential for adventure tourism in India, existing popular destinations and activities, Institutions

Block 1	
Basic Concepts of Adventure Tourism	
Unit 1	Adventure tourism: Concept, features, nature, scope and different types.
Unit 2	List of recognized organizations and institutions associated with adventure tourism in India.
Unit 3	Popular Adventure Sports of Uttarakhand, Govt. recognized institutes offering different Adventure Sports Courses in Uttarakhand.
Unit 4	Existing trends and places of importance for Land based, Water based and Aero based adventure sports of India
Block 2	
Adventure Tourism (Air Based)	
Unit 5	Air Based Activities: Concept, features, nature, scope and & different types.
Unit 6	Popular Air based Adventure Sports in India: parasailing, paragliding, ballooning, hand gliding, bungee jumping and micro lighting etc.
Unit 7	Air Based adventure tourism: Marketing and promotional strategies, Job opportunities, problems and issues relevant to the adventure travel and tourism industry, Risk Management.
Unit 8	Adventure tourism impacts-social, cultural, economic and environmental impacts of air based adventure tourism, Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
Block 3	
Adventure Tourism (Water Based)	
Unit 9	Water Based Activities: Concept, features, scope, nature and types.
Unit 10	Popular water based adventure sports in India: white water rafting, kayaking, canoeing, surfing, water skiing, snorkelling & scuba diving.
Unit 11	Water Based Adventure tourism: Marketing and promotional strategies, job opportunities, problems and issues relevant to the adventure travel and tourism industry, Risk management.
Unit 12	Water Based Adventure tourism impacts: social, cultural, economic and environmental impacts of adventure tourism, Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
Block 4	
Adventure Tourism (Land Based)	
Unit 13	Land based adventure sports: Concept, features, scope, nature and types.
Unit 14	Popular water based adventure sports in India: trekking, rock climbing, skiing, mountaineering, desert safaris, car rallies etc.)

20/11/20

M. M. Mishra

Jyoti Arora

BTTM 804

Geography of Tourism

Programme: Bachelor in Tourism & Travel Management (BTTM 16)

Year/Semester: 7th Semester

Objective: Geography of tourism studies the phenomena of tourism over the global space with special attention on the place, place of destination & routes through which the travel & tourism takes place. It provides a thorough knowledge about the characteristics of tourist markets, attractions of destinations & the accessibility of the world with a focus on a few selected countries of world. This course has been simplified with very few case studies & broad information about the continents, so that students of BTTM can know more specific about countries & destinations.

Block 1	
Fundamentals of Geography	
Unit 1	Geography: Meaning, features, branches and relationship with tourism.
Unit 2	Climatic regions of the world, latitude & longitude lines, time zones, international date line, Indian standard time.
Unit 3	Geography in Tourism: Definition, concept, scope and importance of Geography in Tourism, impacts of Climate and Weather on tourist destination.
Unit 4	Brief Introduction of important Oceans, seas, mountain ranges, lakes and deserts of World.
Block 2	
World Geography I	
Unit 5	Africa: Political, physical and climate features
Unit 6	Asia: General geographical features, physiography, climate, main countries, capitals & their tourist attractions.
Unit 7	Australia: Political, physical, climatic features
Unit 8	Important countries: General geographical features of given countries with information about physiography, climate, tourist attractions of USA, Japan, France, United Kingdom and Spain.
Block 3	
World Geography II	
Unit 9	Europe: General geographical features, physiography, climate, main countries, capitals & their tourist attractions.
Unit 10	North America: Political, physical and climatic features.
Unit 11	South America: Political, physical and climatic features.
Block 4	
Indian Geography	
Unit 12	Indian Geography: Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India.
Unit 13	Physiographic regions: The northern mountains, the peninsular plateau, Indo-Gangetic plain, Thar Desert, Coastal Plains and Islands.
Unit 14	Water Bodies: Ocean, Seas, Rivers, Lakes.
Unit 15	Climate of India: Introduction, features, types and Seasons of India.

Requirement of the laboratory support and Library Resources:

To run any Tourism programme there is no requirement of laboratory. Similarly for library, a learner may utilize the resources available at the designated study centre. Selected learning centres are well equipped with the Teaching staff, Classrooms & other necessary facilities. Well established library facility is also available at the Headquarter of the University.

Cost estimate of the programme and the provisions:

- Writing of 512 units in English.
- Rs. 5000 x 512 = Rs. 2560000
- Typing of 10240 pages (per unit approx. 20 pages);
10240 x 20 = Rs. 204800
- Postal charges (Approx.) Rs. 5000

Total amount: 2769800

Quality assurance mechanism and expected programme outcomes:

The programme will help in the development of professionalism in learners. The programme will be offered only through those Government Degree Colleges/Institutions which are fully equipped with the basic infrastructural facilities such as computer lab, library, counsellors etc. Further, the already developed Programme and SIM will be continuously upgraded and necessarily be revised after a period of 5 years. This programme will provide suitable jobs to the unemployed youths of Uttaranchal.

Manish Prachi Arora
28/2/21

28/2/21

28/2/21