

Title of Programme: Bachelor of Tourism and Travel Management (BTTM)

School of Tourism, Hospitality and Hotel Management

Uttarakhand Open University

Programme Project Report (PPR)

(a) Programme's Mission & Objectives:

The main objective of this programme is to impart tourism resources, policy & planning, management and other allied industries knowledge to aspiring learners for a better understanding of the tourism and travel industry. The programme focuses on providing adequate knowledge regarding and travel and tourism trade practices and laws followed at the individual and organizational levels. In addition, this programme enables students for acquiring entrepreneurial and marketing skills to become self-competent to earn their livelihood. The courses are designed in such a way that they will help to meet the growing demand for qualified professionals in the respective field of Tourism and Travel. The present programme also aims to blend theoretical knowledge with practical exposure to prepare the youth to attain a holistic approach and to occupy reputed positions in Travel Agencies, hospitality industry, the airline industry, Tour Guiding, teaching and Government Tourism offices etc.

(b) Relevance of the program with HEI's Mission and Goals:

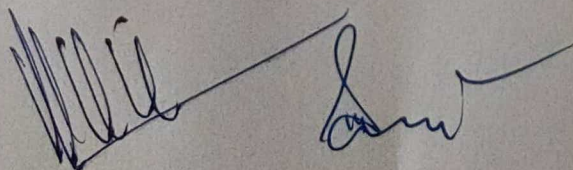
One of the important missions of higher education particularly through Open and Distance Learning Institutions is to provide greater opportunities and access to such sections of society that are unable to reach Higher Educational institutions. Uttarakhand is one of the remotest and hilly states of India due to which a large no. of the youths of the state are not able to reach and attend the higher educational institutions. Thus this Bachelor's degree programme in Tourism will provide them with overall information and understanding of the tourism industry. After completing the present BTTM Programme, learners will be capable to apply for various positions in the service industry as well as higher teaching positions in various universities, colleges and institutions.

(c) Nature of prospective target group of learners:

Uttarakhand is one of the hilly and remotest states of India. Most of the youths of this state are not able to reach the higher educational institutions. Remote Villages located in high hills and the unavailability of higher educational institutions in the state are some major factors which continuously keep away youths of Uttarakhand from the higher education. Professional programmes like BTTM running under the umbrella of Uttarakhand Open University are providing greater opportunities for jobs in travel and tourism companies located in different metropolitan cities of India. The students who have qualified 10+2 examination in any stream from a recognized board and are interested in travel agencies, hotels, airlines, tour guiding & escorting, Educational Institutes firms etc. can join the BTTM programme. It also serves as a basis for further higher studies and research in the MBA in tourism or MTTM.

(d) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

Uttarakhand Open University has been contributing to the development and training of qualified human resource capital for the state. The salient features of this programme are to prepare human resources to cater to the growing needs of the travel and tourism industry, teaching community in the field of tourism education, promote quality research and consultancy in the area of tourism studies and



develop entrepreneurial ability in learners. The course is designed and prepared with the help of learned academicians in the field of Tourism. By pursuing this programme, a learner will attain conceptual knowledge and analytical skills that may help in areas of employment at various levels. Today, many MNCs are setting up their branch offices in India due to the Liberalization and Globalization of the Indian Economy. Hence there are many employment opportunities for the learners of the state are available in the service industry. BTTM is one of the professional programmes running at Uttarakhand Open University for the past twelve years. In this programme, the students will study all important courses related to the travel and tourism industry and Management discipline. Most of the courses of this programme are theoretical and students will get practical exposure through the 8 weeks of Internship from any reputed travel agency or allied company.

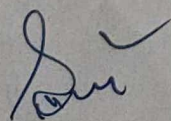
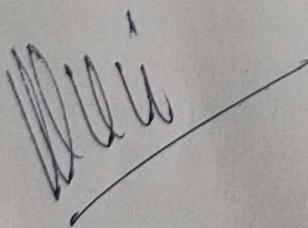
(e) Instructional design:

Open and Distance learning (ODL) is an innovative approach to provide the opportunity of learning through Self Instructional Learning Material (SILM) and certain other strategies flexible at the pace of learners. In this mode, the learner is also provided academic support in the form of counselling and audio/video material in addition to SILM. The University follows the Credit System for its different programmes. The University follows strong students support services by way of providing them with Contact classes and special counselling sessions shall take place on weekends/holidays at regional as well as study centres of the university. The printed materials will comprise printed course modules/blocks, and printed assignments. Course-specific essential audio and video programmes shall also be developed. These video programmes in DVD format shall be provided to the students along with printed material by postal dispatch/ by hand from the learning centres.

(f) Procedure for admissions, curriculum transaction and evaluation:

Admission:

A candidate who has passed 10 + 2 in any stream from a recognized board/university is eligible for admission in the BTTM Programme. Direct admission to the BTTM programme will be offered to interested students. This programme has been designed with a semester approach in mind. The total number of credits of courses in this BTTM programme is 160.



Eligibility	Duration (Yrs)		SLM	Mode of Exam(Sem.)	Sem.	Programme Fees (in Rs.)	Project/ Workshop	Exam Fees	Practical	Viva-Voce	Miscellaneous Fees (in Rs.)	Degree Fee (in Rs.)	Grand Total (in Rs.)
	Min	Max											
10 + 2	4	-	English	Semester	I	2500	-	As per University Norms	-	-	150	-	2650 + Exam Fees
					II	2500							2500+ Exam Fees
					III	2500							2500+ Exam Fees
					IV	2500	-		-	-	-	-	2500+ Exam Fees
					V	2500	As per University Norms		-	-			2500 + Exam Fees
					VI	2500	-		-	-			2500+ Exam Fees
					VII	2500	-		-	-	-	-	3000 + Exam Fees
					VIII	2500	As per University Norms		-	-	-	500	3000+ Exam Fees

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Curriculum Transaction

The details of the courses offered in BTTM programme of UOU are as follows:

UOU NEP Model Accepted by Uttarakhand Open University

Semester-wise and Broad Course Category-wise Distribution of credits of the Undergraduate Programmes for UOU											
Year	Semester	Major	Major (Electives)	Major (Electives)	Minor/Minor (Vocational)	Ability Enhancement Compulsory Courses (AECC)	Skill Enhancement Courses(SEC)	Generic Elective (GE) /Multidisciplinary	Seminar/Project/ Internship/ Community Reach /Apprenticeship)	Value Addition Course	Total Credits per Semester
1	I	4	--	--	4	3	3	3	--	3	20
	II	4	--	--	4	3	3	3	--	3	20
Learners exiting the programme after securing 40 credits will be awarded UG Certificate in the relevant Discipline /Subject. (provided they secure 4 credits in work-based vocational courses offered during the summer term or internship /Apprenticeship in addition to 6 credits from skill-based courses earned during the first and second semester)											
2	III	4	4	--	4	2	3	3	--	--	20
	IV	4	4	4	4	--	--	--	--	--	20
Learners exiting the programme after securing 80 credits will be awarded UG Diploma in the relevant Discipline /Subject. (provided they secure additional 4 credit in skill based vocational courses offered during first year or second-year summer term)											
3	V	4	4	4	4	--	--	--	4	--	20
	VI	4	4	4	4	--	--	--	--	--	20
<u>Bachelor of Tourism with a Minor in 'Discipline' upon securing 120 credits</u>											
4	VII	4	4	4	4	--	--	--	--	--	20
	VIII	4	--	--	4	--	--	--	12	--	20
<u>Bachelor of Tourism (Honours with Research) with a Minor in 'Discipline' upon securing 160 credits</u>											
OR											
	VIII	4	4	4	4	--	--	--	--	--	20
Total Credits Earned				80	32	08	09	09	16	06	160

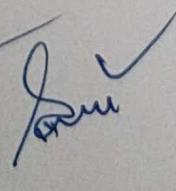

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Other Details related to Course Structure:

1. The interdisciplinary paper is proposed for students interested in allied subjects such as Commerce, Management etc.
2. Disciplines identified as Multidisciplinary to be offered by the Department of Tourism Management for BTTM programme: CS and IT, Management, Commerce, Vocational Studies, Science, Geography, Mathematics, Social Science and Humanities.
3. The List of Discipline Major and Discipline Electives are as follows:

S. No.	Title of the Course (04 credits each)	Semester	Category	Level	Course Code
1.	Tourism Principles and Practices	1	Major	100	BTTMN-101
2.	Travel Agency and Tour Operations	2	Major	100	BTTMN-201
3.	Tourism Products of Uttarakhand	3	Major	200	BTTMN-301
4.	Principles of Management	3	Major	200	BTTMN-302
5.	Tourist Transport System	4	Major	200	BTTMN-401
6.	Hospitality Services	4	Major	200	BTTMN -402
7.	World's Leading Tourism Destinations	4	Major Elective	200	BTTMN-403
8.	International Tourism	4	Major Elective	200	BTTMN-404
9.	Itinerary Preparation and Tour Packaging	4	Major Elective	200	BTTMN-405
10.	GDS in Air Ticketing and Cargo Handling	4	Major Elective	200	BTTMN-406
11.	Natural Tourism Resources of India	5	Major	300	BTTMN-501
12.	Leading Tourism Organizations	5	Major	300	BTTMN-502
13.	Pilgrimage Tourism in India	5	Major Elective	300	BTTMN-503
14.	Indian History, Society, Culture and Heritage	5	Major Elective	300	BTTMN-504
15.	Man-Made Tourism Resources of India	6	Major	300	BTTMN-601
16.	Geography of Tourism	6	Major	300	BTTMN -602
17.	Business Communication	6	Major Elective	300	BTTMN-603
18.	Tour Guiding and Escorting Skills	6	Major Elective	300	BTTMN-604
19.	Adventure Tourism	6	Major Elective	300	BTTMN-605
20.	MICE Tourism	6	Major Elective	300	BTTMN-606

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21.	Cultural Tourism Resources of India	7	Major	400	BTTMN-701
22.	Research Methodology	7	Major	400	BTTMN-702
23.	Principles of Marketing	7	Major Elective	400	BTTMN-703
24.	Entrepreneurship and Startups	7	Major Elective	400	BTTMN-704
25.	Ecology and Environment of Tourism	7	Major Elective	400	BTTMN-705
26.	Tourism Impacts	7	Major Elective	400	BTTMN-706
27.	Tourism Policy and Planning	8	Major	400	BTTMN-801
28.	Tourism Laws and Travel Documentations	8 th Sem (Courses in Lieu of Research Project of 4 th Year)	Major	400	BTTMN-802
29.	Accounting and Financial Management		Major Elective	400	BTTMN-803
30.	Human Resource Management		Major Elective	400	BTTMN-804
31.	E-Tourism		Major Elective	400	BTTMN-805
32.	MIS in Tourism		Major Elective	400	BTTMN-806

List of interdisciplinary minor Courses for Other Schools/Departments

S. No.	Title of the Course	Category
1.	Tourism Principles and Practices	Minor
2.	Travel Agency and Tour Operations	Minor (Vocational)
3.	Tourism Products of Uttarakhand	Minor
4.	World's Leading Tourism Destinations	Minor (Vocational)
5.	Itinerary Preparation and Tour Packaging	Minor (Vocational)
6.	Pilgrimage Tourism in India	Minor
7.	Adventure Tourism	Minor (Vocational)
8.	Tour Guiding and Escorting Skills	Minor (Vocational)
9.	Cultural Tourism Resources of India	Minor
10.	Tourism Impacts	

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11.	Tourism Laws and Travel Documentations	Minor
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Minimum Credit Requirements to Award Degree under the following categories

S.No.	Broad Categories of Courses	Credit Requirement	
		3 Year UG	4 Year UG
1.	Major(Core)	60	80
2.	Minor Stream	24	32
3.	Multidisciplinary	09	09
4.	Ability Enhancement Courses (AEC)	08	08
5.	Skill Enhancement Courses (SEC)	09	09
6..	Value Added Courses common for all UG	06	06
7.	Summer Internship	04	04
8.	Research Project /Dissertation	--	12
Total		120	160

Note: Honours learners not undertaking research will do 3 courses for 12 credits in lieu of a research project/ Dissertation.

Evaluation

Evaluation for each course covers the following aspects:

- Self-assessment: Self-assessment shall take place in each unit with the help of self assessment questions and activities.
- Continuous evaluation through Assignment with a weightage of 30%.
- Term-end examination with a weightage of 70%.

Letter Grades and Grade Points

The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the Learner's performance in a particular semester. The SGPA is based on the grades of the current Semester, while the Cumulative GPA (CGPA) is based on the grades in all courses taken upon completion of a programme of study.

Letter Grade	Grade Points (as per NEP 2020)	Grade Points for UOU
O (outstanding)	10	9.51 to 10
A+ (Excellent)	9	9.0 to 9.50
A (Very good)	8	8.0 to 8.99
B+ (Good)	7	7.0 to 7.99
B (Above average)	6	6.0 to 6.99
C (Average)	5	5.0 to 5.99
P (Pass)	4	3.5 to 4.99
F (Fail)	0	0
Ab (Absent)	0	0

As per the recommendations of UGC the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a learner in all the courses taken by a learner and the sum of the number of credits of all the courses undergone by a learner, i.e.

$$SGPA (S_i) = \sum(C_i \times G_i) / \sum C_i$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the learner in the i^{th} course.

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	3	A	8	3 X 8 = 24
I	Course 2	4	B+	7	4 X 7 = 28
I	Course 3	3	B	6	3 X 6 = 18
I	Course 4	3	O	10	3 X 10 = 30
I	Course 5	3	C	5	3 X 5 = 15
I	Course 6	4	B	6	4 X 6 = 24
		20			139
	SGPA				139/20=6.95

The Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a learner over all the semesters of a programme, i.e.

$$CGPA = \sum(C_i \times S_i) / \sum C_i$$

where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester. For Example:

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
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Credit: 20 SGPA:6.9	Credit: 20 SGPA:7.8	Credit:20 SGPA:5.6	Credit: 20 SGPA:6.0	Credit: 20 SGPA: 6.3	Credit 20 SGPA 8.0
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$CGPA = (20 \times 6.9 + 20 \times 7.8 + 20 \times 5.6 + 20 \times 6.0 + 20 \times 6.3 + 20 \times 8.0) / 120 = 6.7666 = 6.77$
(Rounded off)

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

(g) Requirement of laboratory support and Library Resources:

Learners have the facility to use the computer and software packages relevant to the syllabus. Uttarakhand Open University has its own a library at Headquarters, Haldwani, and Dehradun campus which can be utilized by the learners. Further, library resources are also available at Study Centers which can also be utilized by the students. The SLM, supplementary text audio and video material of the various courses of the program will also be available through the e-repository of the University. The University also has a subscription of National Digital Library to provide the learners' with the ability to enhance access to information and knowledge of various courses of the programme.

(h) Cost estimate of the programme and the provisions:

It is proposed to develop the course material with the help of subject experts and academicians across the country. Therefore the cost of writing and editing the course is as follows

as follows

Cost Estimation			
Sr. No.	Item	Details	Total Cost(Rs.)
1.	INSTRUCTIONAL SERVICES		
	Development of In-house SLM	Payment to Course Writers	7,00,000 (approx)
2.		Payment to Editors	3,00,000 (approx)
		Printing Charges	
Total			10,00,000 (aprox)

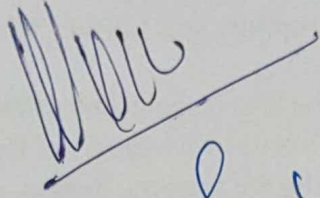
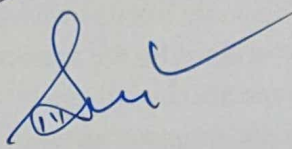
(i) Quality assurance mechanism and expected programme outcomes:

The program structure is developed under the guidance of the Expert Committee and Board of Studies of the School followed by Academic Council and Executive Council. The program structure and syllabus is approved by the Academic Council of the University. The course structure and syllabus will be reviewed and revised according to

the requirements of the target groups and also as per the needs of the state. The Programme and SILM developed will be continuously upgraded and necessarily be revised after a period of 5 years.

On the successful completion of the programme, learners should be able to:

- a. Identify, analyze and solve problems in different decision contexts.
- b. Demonstrate an understanding of the principles of accounting, finance, economics and business law etc.
- c. Develop disciplinary skills and perspectives relevant to global commerce.
- d. Acquire specific knowledge and skills relevant to their major study areas.

UOU NEP Model

The details of the courses offered in the BTM programme of UOU are as follows:

Semester-wise and Broad Course Category-wise Distribution of credits of the Undergraduate Programmes for UOU												
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	IV	4	4	4	4	4	--	--	--	--	--	20
Learners exiting the programme after securing 80 credits will be awarded UG Diploma in the relevant Discipline /Subject. (provided they secure additional 4 credits in skill-based vocational courses offered during the first year or second-year summer term)												
3	V	4	4	4	--	4	--	--	--	4	--	20
	VI	4	4	4	4	4	--	--	--	--	--	20
<u>Bachelor of Tourism with a Minor in 'Discipline'</u> upon securing 120 credits												
4	VII	4	4	4	4	4	--	--	--	--	--	20
	VIII	4	--	--	--	4	--	--	--	12	--	20
<u>Bachelor of Tourism (Honours with Research) with a Minor in 'Discipline'</u> upon securing 160 credits												
OR												
	VIII	4	4	4	4	4	--	--	--	--	--	20
Total Credits Earned					80	32	08	09	09	16	06	160

d												
<u>Bachelor of Tourism (Honours) with a Minor in 'Discipline'</u> upon securing 160 credits												

Other Details related to Course Structure:

1. The interdisciplinary paper is proposed for students interested in allied subjects such as Commerce, Management etc.
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6.	Hospitality Services	4	Major	200	BTTMN - 402
7.	World's Leading Tourism Destinations	4	Major Elective	200	BTTMN-403
8.	International Tourism	4	Major Elective	200	BTTMN-404
9.	Itinerary Preparation and Tour Packaging	4	Major Elective	200	BTTMN-405
10.	GDS in Air Ticketing and Cargo Handling	4	Major Elective	200	BTTMN-406
11.	Natural Tourism Resources of India	5	Major	300	BTTMN-501
12.	Leading Tourism Organizations	5	Major	300	BTTMN-502
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16.	Geography of Tourism	6	Major	300	BTTMN - 602
17.	Business Communication	6	Major Elective	300	BTTMN-603
18.	Tour Guiding and Escorting Skills	6	Major Elective	300	BTTMN-604
19.	Adventure Tourism	6	Major Elective	300	BTTMN-605
20.	MICE Tourism	6	Major Elective	300	BTTMN-606
21.	Cultural Tourism Resources of	7	Major	400	BTTMN-701

	India				
22.	Research Methodology	7	Major	400	BTTMN-702
23.	Principles of Marketing	7	Major Elective	400	BTTMN-703
24.	Entrepreneurship and Startups	7	Major Elective	400	BTTMN-704
25.	Ecology and Environment of Tourism	7	Major Elective	400	BTTMN-705
26.	Tourism Impacts	7	Major Elective	400	BTTMN-706
27.	Tourism Policy and Planning	8	Major	400	BTTMN-801
28.	Travel Documentations	8 th Sem (Courses in Lieu of Research Project of 4 th Year)	Major	400	BTTMN-802
29.	Accounting and Financial Management		Major Elective	400	BTTMN-803
30.	Human Resource Management		Major Elective	400	BTTMN-804
31.	E-Tourism		Major Elective	400	BTTMN-805
32.	MIS in Tourism		Major Elective	400	BTTMN-806

Semester-1st

End Semester Exam: 35

Assignment: 15

BTTMN-101

Tourism Principles and Practices

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 1st Semester

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

Block-1	
Unit-1	Emergence and Evolution of the Tourism Industry
Unit-2	Understanding Basic Terminologies of the Tourism Industry: Tourist, Excursionist, Visitor, Traveller, Accommodation, Accessibility, Amenities, Recreation, Leisure, Resource, Attraction, Product, Market, Industry and Tourist Destination
Unit-3	Components and Elements of Tourism
Unit-4	Different Approaches to Study Tourism
Block-2	
Unit-5	Factors Affecting the Growth of Tourism and Significance of Tourism
Unit-6	Types and Forms of Tourism
Unit-7	Recreation, Leisure and Tourism Inter-relationship
Unit-8	Concept of Push and Pull Forces in Tourism
Block-3	
Unit-9	Motivation for Travel and Travel Deterrents
Unit-10	Tourism Infrastructure and Superstructure
Unit-11	Five 'A's of Tourism
Unit-12	Role of Ministry of Tourism, Central Government and State Government in Promotion and Development of Tourism Industry in India

<p style="text-align: center;">Block-4 Emerging Trends in Tourism</p>	
Unit-13	Health Tourism: Meaning, Differences and Relationship between Medical and Wellness Tourism. Medical Tourism in India, Top Medical Tourism Destinations of World
Unit-14	Rural Tourism: Concept, Benefits, difference with other rural based tourism, Govt of India Policy on Rural Tourism, Villages popular for Rural Tourism in India
Unit-15	Ecotourism: Concept, Importance, Differences between Ecotourism and Sustainable Tourism, Ecotourism Destinations in India

Semester-2nd

End Semester Exam: 35

Assignment: 15

BTTMN-202

Travel Agency and Tour Operations

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 2nd Semester

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

Unit	Title
Block-1 Travel Agency and Tour Operations Sectors	
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 Operators
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
Unit-8	Procedures for approval from the State Department, Central Government and IATA
Block-3 Tour Operations Management	
Unit-9	Tour Operations: Considerations, Challenges and Organization
Unit-10	Organizational Structure and Functions of a Tour Operator (Negotiating & Contracting with Suppliers, Tour Planning & Execution, Marketing etc.)

Unit-11	Factors Affecting Tour Planning and Sources of Income
Unit-12	Requirements and obligatory conditions to set up a Tour Operation Unit
Block-4 Case Studies of Travel Trade Organizations and Associations	
Unit-13	TAAI and IATO
Unit-14	IATA and WATA
Unit-15	Thomas Cook and Cox & Kings
Unit-16	Orbitz and SOTC

Semester-3rd

End Semester Exam: 35

Assignment: 15

BTTMN-301

Tourism Products of Uttarakhand

Programme: Bachelor in Tourism and Travel Management (BTTM-23)

Year / Semester: 3rd Semester

Objective: To illustrate the affluent Heritage of Uttarakhand and its 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	Mountain meadows, Wildlife Parks and sanctuaries
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	Auli 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 Kedars 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 Uttarkashi
<p style="text-align: center;">Block-4 Other Cultural Legacies</p>	
Unit-14	Important Monuments, Museums and Historical Sites
Unit-15	Fairs, Festivals and Religious Processions
Unit-16	Folk Traditions, art and Craftsmanship
<p style="text-align: center;">Block-5 Organizational and Planning Perspectives</p>	
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 Tourist Traffic Trends and Growth Prospects.

BTTMN-302

Principles of Management

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 3th Semester

Objective: To acquaint learners with management principles and functions.

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, Behavioral, 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

Semester-4th

End Semester Exam: 35

Assignment: 15

BTTMN-401

Tourist Transport System

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

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 Tourism Organizations	
Unit-9	Role and Importance of IATA and ICAO in Development of Air Transport Industry
Unit-10	Role and Functions of DGCA
Unit-11	Contribution of IATO (Indian Association of Tour Operators) in Growth of Indian Tourist Transport Industry
Unit-12	Indian Railways and Tourism
Block-4 Marketing of Tourist Transport Services	
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

End Semester Exam: 35
Assignment: 15

BTTMN-402

Hospitality Services

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 4th Semester

Objective: The course has been specially designed to provide an overview of the various essential perspectives of hotels, 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: 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 Bhav' in India and its present Status
Unit-3	Typology of Commercial Accommodation
Unit-4	Origin and growth of Accommodation industry with Special Reference to India
Block-2 Divisions and Functions of Accredited and Approved Hotel Properties	
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

<p style="text-align: center;">Block-3 Type and Forms of Hotels</p>	
Unit-10	Classification of Hotel on Basis of Location, Size, Clientele and Range of Service etc
Unit-11	Star Classification–Criteria and Procedure Adopted in India
Unit-12	Resort Properties, Heritage Hotels and Ecotels – Concept and Emerging Dimensions
<p style="text-align: center;">Block-4 Institutional, Promotional and Regulatory Aspects</p>	
Unit-13	Manpower Requirement in Hotel Sector vis a vis Existing HRD Structure in India
Unit-14	Role and Contribution of I.T.D.C. and State Tourism Corporations in Development of Hotel Sector in India
Unit-15	Multinational Hotel Chains and their Impact on Indian Hospitality 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
<p style="text-align: center;">Block-5 Case Studies of Hotels</p>	
Unit-18	The Taj, Mumbai
Unit-19	Leela Resort Beach, Goa
Unit-20	The Cecil, Shimla

BTTMN-403

World's Leading Tourism Destinations

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 4th Semester

Objectives: To know about the important tourist attractions situated in different countries of the World.

	Block-1 Popular Tourism Destination Countries of North and South America and Their Touristic Appeal
Unit-1	The United States of America- Geography, Transportation, Culture, Important Tourist Cities, Monuments, Historical Attractions, Museums and Art Galleries
Unit-2	Canada-History, Important Tourist Destinations, Festivals and Events.
Unit-3	Mexico- History, Different Tourism Products, Biggest Cities, and Top Places in Mexico
Unit-4	Brazil and Argentina- History, Variety of Tourism Products, Ten Biggest Cities, Important Tourism Resources and Top Tourist places in Brazil and Argentina
	Block-2 Touristic Heritage of Key Destinations of Prominent Tourism Countries of Europe
Unit-5	France- Geography, Cultural Heritage, Economy and Important Tourist Places
Unit-6	Italy- History, Different Tourism Products, Ten Biggest Cities and Top Tourist Places
Unit-7	Spain-History, Different Tourism Products, Big Cities and Top Tourist Places
Unit-8	The United Kingdom- History, Biggest Cities, Different Tourism Resources and Top Tourist Places
	Block-3 Tourist Attractions of Emerging Destination Countries in Asia
Unit-10	The China Republic and Hong Kong- History, Variety of Tourism Products, Biggest Cities, Top Tourist Places

Unit-11	Thailand: History, Different Tourism Products, Biggest Cities and Top 10 Tourist Places.
Unit-12	Singapore- History, Different Tourism Products, 10 things to do in Singapore, Important Tourism Products, Top tourist Places
Unit-13	Iran- History, Variety of Tourism Products, Ten Biggest Cities, Important Tourism Attractions, Top 10 Tourist Attractions
<p style="text-align: center;">Block-4 Unique Tourist Resources of Selected Countries of Africa and Oceania</p>	
Unit-14	South Africa- History, Different Tourism Products, Biggest Cities,
Unit-15	Egypt and Kenya
Unit-16	Australia
Unit-17	New Zealand

End Semester Exam: 35
Assignment: 15

BTTMN-404

International Tourism

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year/Semester: 4th Semester

Objective: To equip the students with the necessary knowledge of 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 Development Gaps
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 Tourist Demand Patterns.
Unit-4	Tourist Inflow Patterns to Popular Tourism Destinations– USA, 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 patterns 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 International Tourism Markets in India
Unit-9	Emerging Trends of 'Ethnic', 'Rural', 'Eco', 'Medical', 'Adventure' and 'MICE' Tourism for inter-regional tourism promotion
Block-3 Role and Contribution of Leading International Organizations in the Promotion of Tourism	
Unit-10	UNWTO
Unit-11	WTTC
Unit-12	PATA

<p style="text-align: center;">Block-4 Some Key Perspectives of International Tourism</p>	
Unit-13	Impact of Major Political, Economic and Environmental Happenings on International Tourism
Unit-14	International Tourism in future perspective: Projections made by UNWTO and other Institutions
Unit-15	International Tourism, Global Understanding, World Peace and Communal Harmony
Unit-16	Measurement of Tourist Traffic and Receipt Patterns - Measurement Techniques and their Limitations

BTTMN-405

Itinerary Preparation and Tour Packaging

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year/Semester: 4th 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: Definition, Meaning, Types and Scope
Unit-2	The Elementary Components for the preparation of a Tour Itinerary
Unit-3	Nature and relevance of salable tourist 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 Tour Packages
Unit-11	Corporate and MICE Packages
Unit-12	Special Interest Group Tour Packages

<p style="text-align: center;">Block-4 Costing of Tour Packages</p>	
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 Basis (Costs + Add-Ons)

BTTMN-406

GDS in Air Ticketing and Cargo Handling

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 4th Semester

Course Objectives: The course aims to provide a systematic & extensive knowledge of the aviation industry with basic knowledge of airline ticketing and cargo handling it includes an introduction to the air transport industry. It explains various codes, time calculations, types of journeys and fare calculations. cargo handling and formalities at airports

Block-1 Background for Airlines Ticketing	
Unit-1	Air Transport Concept and IATA Geography of Airlines
Unit-2	Time Zones and Calculation of Time; GMT variations
Unit-3	IATA 3-letter City/Apt. Codes, Airlines, Country and Currency codes; Significance of ABC
Unit-4	Travel Documentation, Baggage Regulations, and Airport and Aircraft procedures
Unit-5	Type of Airlines and aircraft; Passenger Capacity and Aircraft Seating Plans; Aircraft Configuration and Features
Block-2 Airlines Ticketing – Key Issues and Procedures	
Unit-6	Flight Schedules, Flight Connections and Itinerary Planning
Unit-7	Fares: Tariff Terminology, Types of Fares, Fare calculation, Currency Conversion Table and Modes of Payment
Unit-8	Ticketing: Issuance; Cancellation and Re-issuance; Airline Reservations
Unit-9	Factors Affecting the Tour Cost and Procedures for Cost Determination, Pricing Strategies and Calculation of Tour Price
Unit-10	Impact of Automation on Ticketing Business; Prevailing Scenario and Future Perspective
Block-3 Basics of Cargo Operations	
Unit-11	Cargo Industry – Evolution and Growth; Impact of Globalisation and Automation
Unit-12	DGR and Live Animals Regulations; Cargo insurance Clauses
Unit-13	Aircraft Configuration, Capacity Familiarization and limitations
Unit-14	IATA Cargo Agents, Consolidators, Freight Forwarders, CHA's and Break-Bulk agents

Block–4 Cargo Operations – Procedural Perspective	
Unit-15	Rules for Cargo acceptance: Rounding off Weights/ Dimensions/Currencies; Volume - Weight Concept; Chargeable Weight; Valuation charges
Unit-16	Cargo Rating and Documentation; GCR, CCR& SCR
Unit-17	Procedures related to Packing, Marking, Labelling, Export - Import Documentation, Shipping bill and Landing Bill.
Unit-18	Import–Export Flow chart and Airway bill completion

Semester-5th

End Semester Exam: 35

Assignment: 15

BTTMN-501

Natural Tourism Resources of India

Programme: Bachelor of Tourism & Travel Management (BTTM-23)

Year / Semester: 5th Semester

Objectives

- To study the vast Tourist resources of India.
- To conceptualize a tour itinerary based on a variety of themes.
- To identify and manage emerging tourist destinations of India.

Block-1 Flora & Fauna, National Parks and Wildlife Sanctuaries	
Unit-1	Jammu and Kashmir and Himachal Pradesh
Unit-2	Uttar Pradesh, Madhya Pradesh and Maharashtra
Unit-3	Tamil Nadu and Andaman & Nicobar Islands
Unit-4	Assam and Rajasthan
Block-2 Important Sea Beaches and Backwaters	
Unit-5	Karnataka and Andhra Pradesh
Unit-6	Kerala, Tamilnadu, Pondicherry and Andaman & Nicobar Islands:
Unit-7	Maharashtra and Goa
Unit-8	Odisha and West Bengal
Block-2 Natural Tourist Attractions	
Unit-9	Gujarat and Rajasthan
Unit-10	Meghalaya, Assam and Tripura

Unit-11	Bihar and Jharkhand:
Unit-12	Odisha, West Bengal and Sikkim
Block-4 Other Natural Tourism Resources of India	
Unit-13	Desserts of India
Unit-14	Water Bodies and Island of India
Unit-15	Major Leisure Winter Hill Stations of India
Unit-16	Mountains of India

BTTMN-502

Leading Tourism Organizations

Programme: Bachelor of Tourism and Travel Management (BTTM-23)**Year/Semester:** 5th Semester**Objective:**

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

Block-1	
International Organizations-I	
Unit-1	Tourism Organizations: Introduction, features, objectives, Need, Role and significance in the growth of the Tourism Industry Worldwide
Unit-2	World Travel & Tourism Council (WTTC): 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 (UFTTA): History, introduction, mission, functions and membership.
Unit-7	Pacific Asia Travel Association (PATA): History, Chapters, Members and Events and Adventure Tour Operators Association of India (ATOAI)

Unit-8	American Society of Travel Agents (ASTA): History, Introduction objectives, Membership, Functions etc.
<p style="text-align: center;">Block-3 Indian Tourism Organizations-I</p>	
Unit-9	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 the growth of the tourism industry in India.
Unit-12	Federation of Hotel and Restaurant Association of India (FHRAI): History, Objectives, Activities, Membership and International Hotel & Restaurant Association
<p style="text-align: center;">Block-4 Indian Tourism Organizations-II</p>	
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	Indian Railway Catering and Tourism Corporation (IRCTC)
Unit-16	The Archaeological Survey of India

BTTMN-503

Pilgrimage Tourism in India**Programme:** Bachelor of Tourism and Travel Management (BTTM-23)**Year/Semester:** 5th Semester

Objective: This paper's main objective is to highlight the important pilgrimage destinations of all religions of India. Students will also learn about the major pilgrimage sites of some important states of India.

Block-1	
Major Religions of India	
Unit-1	Hinduism: Main Teachings and Philosophy
Unit-2	Buddhism: Main Teachings and Philosophy
Unit-3	Sikhism: Main Teachings and Philosophy
Unit-4	Islam & Jainism: Main Teachings and Philosophy
Block-2	
Major Pilgrimage Centers of India	
Unit-5	Hinduism: Char Dham Yatra, Char Dham Yatra of Uttarakhand, 51 Sakti Pithas, 12 Jyotirlingas, Kumbh Mela.
Unit-6	Buddhism: Bodhgaya, Sarnath, Vaishali & Kushinagar.
Unit-7	Islam & Christianity: Ajmer Sharif, Haji Ali Dargah (Mumbai), Hazratbal Shrine (Srinagar), Goa's Churches
Unit-8	Jainism & Sikhism: Mount Abu, Palitana, Amritsar, Hemkund Sahib (Chamoli), Patna Sahib.
Block-3	
Pilgrimage Tourism in States	
Unit-9	Pilgrimage Tourism in Uttarakhand
Unit-10	Pilgrimage Tourism in Uttar Pradesh
Unit-11	Pilgrimage Tourism in Madhya Pradesh
Unit-12	Pilgrimage Tourism in Bihar
Block-4	
Trends and Impacts of Pilgrimage Tourism	
Unit-13	Trends and Patterns of Pilgrimage Tourism in India.
Unit-14	Strategies to Promote Pilgrimage Tourism in India
Unit-15	Problems and Prospects of Pilgrimage Tourism in India.
Unit-16	Impacts of Pilgrimage Tourism.

End Semester Exam: 35

Assignment: 15

BTTMN-504

Indian History, Society, Culture and Heritage

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year/Semester: 5th Semester

Block-1	
Historical Perspective	
Unit-1	The process of Continuity and Changes Major historical Evidence and records of Pre, Proto and Ancient Times
Unit-2	Medieval History with Special Reference to the Influence of the Mughal Period
Unit-3	Modern History and Impact of Colonial Raj
Unit-4	Key Archaeological Findings of Post-Independence India
Block-2	
Religion and Philosophy	
Unit-5	The Great Vedic Heritage of India: Vedas, Brhmanas, Epics, Puranas and Upanishads
Unit-6	Preaching of Srimad Bhagwad Gita
Unit-7	Major cults and sects of the Glorious Institution of Hinduism
Unit-8	The 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 Major Regional Folk Dances
Unit-14	Indian Music and Musical instruments
Unit-15	Significant Handicrafts and Souvenirs
Block-4	
Folk Traditions and Societal Perspectives	
Unit-16	Age-old Legacy of Pilgrimages
Unit-17	Colours of Indian Fairs and Festivals
Unit-18	Societal Perspective and Social Institutions
Unit-19	Modernization and Change

Semester-6th

End Semester Exam: 35

Assignment: 15

BTTMN-601

Man-Made Tourism Resources of India

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 6th Semester

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

Block-1	
Popular Monuments and Historical Sites-I	
Unit-1	Himachal Pradesh and Jammu and Kashmir
Unit-2	Punjab, Haryana, Chandigarh and Delhi
Unit-3	Uttar Pradesh, Madhya Pradesh and Chattisgarh
Unit-4	Rajasthan and Gujarat
Block-2	
Popular Monuments and Historical Sites-II	
Unit-5	Bihar and Jharkhand
Unit-6	Odisha, West Bengal and Sikkim
Unit-7	Meghalaya, Assam and Tripura
Unit-8	Manipur, Mizoram, Nagaland and Arunachal Pradesh
Block-3	
Popular Monuments and Historical Sites-III	
Unit-9	Maharashtra, Goa and Daman and Diu
Unit-10	Karnataka and Andhra Pradesh
Unit-11	Kerala and Tamil Nadu
Unit-12	Pondicherry and Andaman & Nicobar Islands
Block-4	
Religious Tourism Resources	
Unit-13	The four Dhams and other important Hindu Religious centres
Unit-14	Key shrines Resorts of Jainism and Buddhism
Unit-15	Leading Pilgrim Centers of Sikhism, Islam and Christianity

Unit-16

Religious fairs and festivals of Touristic importance

End Semester Exam: 35

Assignment: 15

BTTMN-602

Geography of Tourism

Programme: Bachelor of Tourism & Travel Management (BTTM-23)

Year/Semester: 6th 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 the world.

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 and Indian standard time.
Unit-3	Geography in Tourism: Definition, concept, scope and importance of Geography in Tourism, impacts of Climate and Weather on the tourist destination.
Unit-4	Brief Introduction of important Oceans, Seas, Mountain Ranges, Lakes and other Water Bodies, Deserts of the World.
Block-2 World Geography-I	
Unit-5	Africa: Political, physical and climatic features
Unit-6	Asia: General geographical features; physiography, climate, main countries, capitals & their tourist attractions.
Unit-7	Australia: Political, physical and climatic features
Unit-8	Important countries: General geographical features of given countries with information about physiography, climate and 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 Himalayan Mountains, the Peninsular Plateaus, the Indo-Gangetic Plain, the 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

End Semester Exam: 35

Assignment: 15

BTTMN-603

Business Communication

Programme: Bachelor in Tourism and Travel Management (BTTM-23)

Year/Semester: 6th 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 and 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, Reports, Proposals, Circulars, Memos, Noting, Agendas, Minutes and Drafting
Unit-8	Writing Letters, Business Letter Formats, Types of Letters, Telex Messages, E-mail Communication, Communication through and 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 favourable voice quality, Listening vs. Hearing, Handling Verbal Complaints,

Unit-12	Barriers to effective 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

BTTMN-604

Tour Guiding and Escorting Skills

Programme: Bachelor in Tourism & Travel Management (BTTM-23)

Year/Semester: 6th Semester

Objectives: To acquire an in-depth knowledge about the profession of tour guiding and escorting

Unit-1	Tourist Guide: Meaning, Duties and Responsibilities, Training, Sources of Earnings.
Unit-2	Different Types of Guides
Unit 3	Registration Procedure of Tour Guides
Unit-4	Understanding Traveller's Needs and Wants: Customer Care; Feedback Assessment and Analysis
Unit-5	Seeking Site Knowledge; Sources of Information
Unit-6	Visitor Facilitations: Caring for Customers and Meeting assistance and transfers
Unit-7	Guiding Skills: Personality and Knowledge Role of Body Language, Skills of Different Guides
Unit-8	Understanding Rules & Regulations: Forest Guides, Govt. Rules, Challans and FIR etc.
Unit-9	Managing Special Situations: Dealing with Late Coming Passengers, Loss of Passport, Loss of Money, Missing Members, Difficult Questions etc.
Unit-10	Handling Complaints, Sickness and Disabled Passengers; Working in Difficult Situation (Political Strikes, Road Blocks and Terrorism etc.): Safety and Security: Basic First Aid
Unit-11	Personality Development and Communication Skills: Relevance in Tourism
Unit-12	Understating the Cultural Gaps Between Tourist and Hosts in Linguistic Attitudes
Unit-13	Uses and Misuse of History in Guiding
Unit-14	Tour Escort: Meaning, Responsibilities, Educational Qualification, Sources of Earning
Unit-15	Problems and Challenges Faced by Tour Escorts, Differences between Tour Guide and Tour Escort, Who can become Tour Escort
Unit-16	Tour Escorting Skills

End Semester Exam: 35

Assignment: 15

BTTMN-605

Adventure Tourism

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year/Semester: 6th Semester

Objective: This course will focus on the concept & types of Adventure tourism, Institutes running courses, the potential for adventure tourism in India and 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, West Bengal, Himachal Pradesh and Jammu and Kashmir
Unit-4	Existing trends and places of importance for Land-based, Water based and Aero based adventure sports in 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.).
Unit-15	Marketing and promotional strategies, risk management and job opportunities.
Unit-16	Land 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) risk management, Job opportunities. Training: Role of Water sports Training centre Goa and its ongoing training programmes and evaluation

End Semester Exam: 35

Assignment: 15

BTTMN-606

MICE Tourism

Programme: Bachelor of Tourism and Travel and Management (BTTM-23)

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 the modern arena.

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 the 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 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, UIA Union Association Internationale in French-speaking regions, ICPB, (Indian Convention Promotion Bureau in India), AACVB (Asian Association of convention and visitor Bureau)- Development and role
Block-4 Case Studies in MICE	
Unit-13	Major Types of Events: Cultural Events, Festivals, Sports Events and Theme Events
Unit-14	Case Study of VIRASAT (Cultural Festival of Uttarakhand), Case Study of Yoga Festival of Rishikesh,
Unit-15	Case Study of Trade Fair Authority of India and its Activities. Comparative case studies of Suntec Park in Singapore and New Delhi
Unit-16	The role of marketing for event organization, Tools for marketing and promotion and Marketing Process

Semester-7th

End Semester Exam: 35

Assignment: 15

BTTMN-701

Cultural Tourism Resources of India

Programme: Bachelor in Tourism and Travel Management (BTTM-23)

Year/Semester: 7th Semester

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

Block-1	
Unit-1	National Museums and Art Galleries
Unit-2	Major Fairs and Festivals
Unit-3	Major Handicraft Manufacturing Centres in India
Unit-4	Classical Dance, Folk Dance and Classical Music of India
Block-2 Folk Traditions, Art, Crafts and Festivals-I	
Unit-5	Maharashtra, Goa and Daman and Diu
Unit-6	Karnataka and Andhra Pradesh
Unit-7	Kerala, Tamil Nadu, Pondicherry and Andaman & Nicobar
Unit-8	Punjab, Haryana, Chandigarh and Delhi
Block-3 Folk Traditions, Art, Crafts and Festivals-II	
Unit-9	Himachal Pradesh and Jammu and Kashmir
Unit-10	Uttar Pradesh, Madhya Pradesh and Chattisgarh
Unit-11	Bihar and Jharkhand
Unit-12	Rajasthan and Gujarat
Block-4 Important Museums	
Unit-13	West Bengal
Unit-14	Delhi

Unit-15	Chandigarh
Unit-16	Uttar Pradesh

BTTMN-702

Research Methodology

Programme: Bachelor of Tourism & Travel Management (BTTM-23)

Year / Semester: 7th Semester

Course Objectives: The objective of this course is to develop the research skills of the students in investigating business problems to arrive at findings, conclusions and interpreting the results of their investigation in the form of systematic reports.

Block-1 Introduction to Research	
Unit-1	Research: Meaning, Types, Scope and. Significance
Unit-2	Guiding Principles in Selection of Research Problem; Research Objectives and Approaches
Unit-3	Research Process and Criteria of Good Research; Research Method vis a vis Methodology
Unit-4	Research Design – Meaning, Need, Typologies and, Key Components
Block-2 Data Collection, Survey and Sampling	
Unit-5	Data: Meaning, Nature, Types and Sources; Methods of Collecting Secondary Data
Unit-6	Surveys – Definition, Purpose and Scope; Survey Techniques and their Limitations.
Unit-7	Questionnaires and Schedules – Definition and Differentiation; Types of Questionnaires; Salient Features of an Effective Questionnaire
Unit-8	Sampling and Sample Designs: Concept, Purpose and Types; Criteria for Selecting appropriate sampling Procedure;
Block-3 Data Analysis – Tools and Techniques	
Unit-9	Frequency Distribution: Meaning; Problems and Considerations in constructing numerical frequency distributions.
Unit-10	Measures of Central Tendency and Variation Correction and Regression analysis
Unit-11	Probability and Probability Distributions: Probability: Meaning;

	Definition; Sample space and sample points
Unit-12	Conditional Probability; Bayes Theorem and probability on large samples space
Block-4 Hypothesis Testing	
Unit-13	Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Test of Significance
Unit-14	Parametric and Non-Parametric Testing
Unit-15	F Test and Chi-Square Test.
Unit-16	Preparation of Research Report

End Semester Exam: 35

Assignment: 15

BTTMN-703

Principles of Marketing

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 7th 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-8	Competitive Differentiation and Product Positioning
Unit-9	New Product Development Strategies
Unit-10	Marketing Strategies at different stages of the product Life Cycle
Unit-11	Product Pricing Strategies - Product Levels, Product Issues, Brand Decisions and Product Pricing
Unit-12	Distribution Channel Strategies - Nature and Importance of Distribution Systems; Channel design decisions and Channel Management Decisions
Block-4 Planning and Controlling Marketing Programs	
Unit-13	Planning Marketing Programmes: Product line, Product Mix, Branding, Packaging, and Management of Distribution.

Unit-14	Designing Communication and Promotion Mix - Steps in Developing Effective Communication Advertising Strategies - Major Decisions in Advertising
Unit-15	Sales Promotion - Selecting, Developing and Implementing Sales Promotion Strategies
Unit-16	Public Relations - Public Relation Process, Major tools in Marketing Public Relations, Public Relations Opportunities for Hospitality Industry

End Semester Exam: 35

Assignment: 15

BTTMN-704

Entrepreneurship and Startups

Programme: Bachelor of Tourism & Travel Management (BTTM-23)

Year / Semester: 7th Semester

Objectives: The general objective of this course is to introduce students to entrepreneurship and marketing and their role in the tourism sector.

Block-1	
Marketing Management Process and Market Research	
Unit-1	Marketing Management Process and Different Orientation towards Tourism Market Place; Concept of Market Place in Tourism
Unit-2	Service Marketing-Unique Features and challenges with special Reference to Tourism Industry
Unit-3	Basic Concept of Market Research, Market Segmentation and Market Targeting Demand Forecasting
Unit-4	Critical Assessment of Changing Tourism Market-Destination Dynamics and the various Influencing Factors to this Effect
Block-2	
Marketing Strategies and Controlling Marketing Programs	
Unit-5	Product Positioning and New Product Development Strategies
Unit-6	Distribution Channel Strategies, Channel design decisions and Channel Management Decisions
Unit-7	Designing Communication, Promotion and Advertising Strategies
Unit-8	Selection, Development and Implementation of Sales Promotion Strategies
Unit-9	Public Relation Process and Public Relations Opportunities in Travel and Tourism Sector
Block-3	
Basic Concepts of Entrepreneurship Development	
Unit-10	Entrepreneurship Development for Tourism Industry–Need, Significance and Scope

Unit-11	Entrepreneurial Attributes, Entrepreneurial Types and Entrepreneurship Functions
Unit-12	Theories of Entrepreneurship and Institutional Role in the Entrepreneurship Development
Unit-13	Entrepreneurial Behaviours and Entrepreneurial Motivation; Innovation and Entrepreneurship
Block-4 Development of Tourism Entrepreneurship	
Unit-14	Establishing Entrepreneur System: Search for Business Idea; Sources of Ideas, Idea Processing and Preparation of Business Plan
Unit-15	Input Requirements – Money, Men, Machine, Material, Space and Time Frame
Unit-16	Project Feasibility Research
Unit-17	Major Startups in India: Zomato, Swiggy, Dosha King, Ola, Uber and Oyo

BTTMN-705

Ecology and Environment of Tourism

Programme: Bachelor of Tourism & Travel Management (BTTM-23)

Year / Semester: 7th Semester

Objectives: This course explores the basic knowledge of environment and ecology, the concept of carrying capacity and environmental problems such as changing climate, various types of pollution and global warming.

Block-1 Ecology and Environment	
Unit-1	Ecology and Environment - Definition and Differentiation; Abiotic and Biotic Components of Environment
Unit-2	Growing Ecological and Environmental Threats – Green House Effect, Depletion of the Ozone Layer, Acid Rain, Radio-active Radiations, Pollution and Loss of Bio-diversity etc
Unit-3	Role of ‘Eco-Systems, Ecological Interrelationships’, ‘Food Chains’ and ‘Tropic Levels’ etc, in maintaining Environmental Quality
Unit-4	Environmental Conservation and Sustainable Resource Use: Sustainable Development Goals 8, 12 and 14 Relevance vis a vis Compulsion
Block-2 Positive and Negative Impacts of Tourism on the Destination Environment	
Unit-5	Impacts of Tourism on Ecology and Environment
Unit-6	Social Cost-benefit of Tourism
Unit-7	Cultural Environment and Tourism
Unit-8	Direct, Indirect and Induced Impacts of Tourism on Destination Economy
Block-3 Tourism - Ecology Interdependence	
Unit-9	Significance of Destination Ecology and Environment in Sustained Development of Tourism
Unit-10	Role of Tourism in Sustaining Mountain Environment – Case of the Himalayas

Unit-11	Tourism, National Parks and Wildlife Conservation – Case Examples
Unit-12	Tourism in Coastal and Island Environments
Block-4 Applied Perspectives of Tourism-Ecology	
Unit-13	Environmental Impact Assessment–Need and Scope
Unit-14	Tourism Carrying Capacity
Unit-15	Role and Contribution of Voluntary Organizations in the Promotion of Environment-Friendly Tourism
Unit-16	Place of Ecology and Environment in Tourism Policy of India – A Critical Review

BTTMN-706

Tourism Impacts

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 7th Semester

Objective: To familiarise learners with the socio-economic and environmental impacts of Tourism.

Block-1_ Impact of Tourism on the 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 the Destination Economy
Unit-3	Multiplier Effects of Tourism: Sales, Output, Income and Employments Multiplier of Tourism.
Unit-4	Social Benefits of Tourism – Improvement in Living Standards, Social Awareness and Integration, Greater Communication with the Outside World and, Modernization of Infrastructure
Unit-5	Negative Implications of Tourism: Neo-colonization, Inflation, Conspicuous Consumption patterns, Withdrawal of Labor from other Sectors and Over-dependence on Tourism
Unit-6	Social Costs of Tourism – Demonstration Affect, 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
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; Judicious and Non-Consumptive use of Natural Resources, Infusing 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	Environment Protection Act
Unit-17	Wildlife and Forest Protection Act 1972 and amendment 2022
Unit-18	Water, Air Protection Acts 1974

Semester-8th

End Semester Exam: 35

Assignment: 15

BTTMN-801

Tourism Policy and Planning

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 8th Semester

Objective:

- To impart knowledge regarding the process and approaches to tourism policy and planning.
- To aware learners about the Indian tourism policies and planning constituted so far.

<u>Block-1</u> Tourism Policy and Planning Framework	
Unit-1	Review of Tourism Planning Progress in International and Indian 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
<u>Block-2</u> 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
<u>Block-3</u> Approaches to Tourism Planning	
Unit-11	Eco-centric or Environmental Approach to Tourism Planning
Unit-12	Community Approach to Tourism Planning
Unit-13	Concept of Tourism Complex Planning and its relevance in Indian Context.
<u>Block-4</u> 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 Effect
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.

End Semester Exam: 35

Assignment: 15

BTTMN-802

Tourism Laws and Travel Documentations

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year/Semester: 8th Semester

Objective: International tourism involves several kinds of travel formalities and documentation. 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 foreign travel.

Block-1 Tourism Laws	
Unit-1	Wildlife Protection Act 1972
Unit-2	Foreigners act 1946
Unit-3	Archaeological Site and Remains Act 1958
Unit-4	Environment Protection Act 1986
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, fees and other documents. Checklists, Procedure to Change the name.
Unit-7	Types of passports. Passport Act 1967. Loss/Damaged Passport.
Unit-8	Limitations on use and 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 International 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.

BTTMN-803

Accounting and Financial Management

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year/Semester: 8th Semester

Objective: To instil the conceptual understanding of accounting and finance in the learners thereby helping them in the maintenance of accounts, paramount 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 and Limitations of accounting.
Unit-3	Concept & Conventions: Accounting Vs Accountancy; Functions of accountant 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 and 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, Rationale for Capital Expenditure
Unit-16	Evaluation Techniques- PBP, BCR, NPV, IRR; Dividend

End Semester Exam: 35

Assignment: 15

BTTMN-804

Human Resource Management

Programme: Bachelor of Tourism & Travel Management (BTTM-23)

Year/Semester: 8th Semester

Objectives: The objective of this course is to endow the student with a broad perspective on themes and issues of Human Resource Management along with their relevance and application in the Indian prospect. It will help the students to build up and refine decision-making skills so that they can help organizations effectively conduct personnel management and employee relations.

Block-1	
Unit-1	HRM: Definition, Role, Significance and Challenges
Unit-2	HRD: Meaning and Importance; Differences between HRM and HRD,
Unit-3	HRM in Tourism Industry in India: Travel Agencies, Tour Operations and Hotels;
Unit-4	Organizational Structure of HR Department in Tourism Industry with the help of Case Studies
Block-2	
Unit-5	Human Resource Planning: Meaning, Nature and Needs of Human Resource Planning, Planning Process
Unit-6	Recruitment and Selection
Unit-7	Training and Development
Unit-8	Job Evaluation: Concept, Scope, Limitation and Methods
Unit-9	Job Analysis and Job Description
Block-3	
Unit-10	Human Resource Motivation: Techniques and Importance, Theories of Motivation,
Unit-11	Employee Welfare and Compensation Management
Unit-12	Employee Discipline and Grievance Handling
Block-4	
Unit-13	Human Resource Accounting and Audit
Unit-14	Human Resource Policies
Unit-15	Human Resource Records and Information Systems
Unit-16	Emerging Issues and Trends in HRM

BTTMN-805

E-Tourism

Programme: Bachelor in Tourism and Travel Management (BTTM-23)

Year / Semester: 8th Semester

Objective: An introduction to microcomputing 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 the Tourism Industry: Travel Agency, Hospitality and Airlines Operators
Block-2 Application of Computer Software in the 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 software of various organization case studies TCI/Kuoni
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 and Accessing Web Sites,
Unit-10	Computer Network & Microsoft Outlook Concept of LAN, WAN, Email: Concept, Components and Types
Unit-11	Search Engines, Searching through various Search Engines, Chatting, and Various Online Messages.
Unit-12	Travel Agency Automation, E-Tourism Business and 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	Online business and its setup, Study of any Three E-Business Organisations in Tourism and Travel

End Semester Exam: 35

Assignment: 15

BTTMN-806

MIS for Tourism

Programme: Bachelor of Tourism & Travel Management (BTTM-23)

Year/Semester: 8th Semester

Objectives:

- To enable students to work with different computation processes and analyses.
- To understand the need for 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 Bank 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