

**CURRICULUM AND CREDIT FRAMEWORK FOR UNDERGRADUATE  
PROGRAMME (CCFUGF)**

**SYLLABUS FRAMED ACCORDING TO THE NATIONAL EDUCATION POLICY  
(NEP-2020)**

Session 2023-24  
FOR

**Bachelor of Tourism and Travel Management**

w.e.f. Academic



**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT**

**CHAUDHARY RANBIR SINGH UNIVERSITY, JIND (HR)**

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**Implementation of NEP-2020 at UG Level**  
**In**  
**Chaudhary Ranbir Singh University, Jind (Haryana)**

**BASED ON**

**UGC Guidelines for Multiple Exit and Entry in Academic Programmes in HEIs**

**1. Introduction**

Education plays a significant role in the field of holistic development of the students. A robust, flexible, multidisciplinary education framework with "Learner centric pedagogy" could effectively transform a student into a global citizen of tomorrow to catalyze nation's growth and development. The Department of Tourism and Travel Management is committed to provide quality education in field of tourism and hospitality management. The department aims to contribute by offering bright and highly motivated minds to the tourism and hospitality industry. These conscious young professionals carry knowledge and experience owing to their diverse backgrounds and qualifications, selected via a rigorous process. Given their keenness to pursue sector specific training, it can conveniently be inferred that they are eager to make positive contributions in their chosen field and possess genuine desire to be a part of the overall growth of the country. The department offers Bachelor in Hotel Management. The curriculum is invigorating and aims at transforming young minds into responsible professionals capable of adapting to the ever-changing world. Equipped with this unique combination of practical skill inputs and the latest methods of teachings, we believe that our students are bound to be invaluable assets for the organizations.

**2. Learning Outcomes based Curriculum Framework**

The Choice Based Credit Scheme (CBCS) has evolved into learning outcomes based curriculum framework and provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses can be

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evaluated following the grading system, which is considered better than the conventional marks system. Grading system provides uniformity in the evaluation and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations that enables the student to move across institutions of higher learning. The uniformity in evaluation system also enables the potential employers in assessing the performance of the candidates.

### 2.1 Objectives of the Programme

- To provide a multidisciplinary quality learning experience to students that will empower them to dream big.
- To provide skill-based education to the students and to equip them with innovative industrial and research updates leading towards their self-reliance and development as entrepreneurs.
- To develop Journalism and Communication Professionals who would take leading roles in presenting news and communication materials in transparent, objective, meaningful and ethical manner in the service of the community.
- To make the best possible use of new media and technology resources, the department aims at developing a plexus of wisdom from across the world and nurturing the students with the consistent academic colloquium series hence extending a constructive contribution to the pool of knowledge.
- To train a journalist of global standard, with a high intention of social responsibilities, ethics, social equality, to make concretize fourth pillar of democracy.

### 3.0 Scope of the Framework

- I. Curriculum and Credit Framework for Undergraduate Programmes (Multidisciplinary)
- II. Curriculum and Credit Framework for Undergraduate Programmes (Single Major) (For students who choose to pursue single major from 1st semester)
- III. Curriculum and Credit Framework for Undergraduate Programmes (Single Major) (For students who choose to pursue single major after 2<sup>nd</sup> semester of multidisciplinary Programmes)
- IV. Curriculum and Credit Framework for Undergraduate Programmes (Interdisciplinary)
- V. The above framework is applicable to the programmes such as Bachelor of Science (B.Sc.), Bachelor of Arts (B.A.), Bachelor of Commerce (B.Com.), Bachelor of Computer Applications (BCA), Bachelor of Business Administration (BBA) etc.

#### 4.0. Main features of Curriculum and Credit Framework

- CRSU includes the following features:
- Opportunity for learners to choose the courses of their interest in all disciplines
- Provision of multiple entry and exit options with a UG Certificate or UG Diploma or UG Degree depending on the number of credits earned
- Flexibility for students to move among the institutions through the implementation of Academic Bank of Credits (ABC)
- Flexibility to switch to alternative modes of learning (Offline, ODL, Online, and Hybrid modes)
- Versatile curricular framework for holistic development of graduate

##### Course:

Course refers to a paper having specified credits which is a component of a programme in a subject. The course defines the learning objectives and learning outcomes. A course may be designed comprising credits for lectures/tutorials/laboratory work/field work/outreach activities/project work/internship/vocational training etc. or combination thereof.

##### Credit:

Credit is the weightage given to each course of study. It is the numerical value assigned to a course according to the relative importance of the contents and the contact hours required to teach the prescribed syllabi of the programme.

##### Discipline Specific Course (DSC):

A Major Course as discipline specific course is the field in which a student focuses during the course of his/her degree.

##### Minor Course (MIC):

Minor Course aims to expand student's knowledge beyond the major field of study.

##### Vocational Course (VOC):

Vocational Course assists student in developing workforce-relevant skills and enhance the employability of student.

##### Multidisciplinary Course (MDC):

A Multidisciplinary Course is an option to explore disciplines of interest beyond the choices of learners made in their major and minor disciplines.

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**Ability Enhancement Course (AEC):**

Ability Enhancement Course aims to achieve competency in language and communication skills.

**Skill Enhancement Course (SEC):**

Skill Enhancement Course aims to promote skills pertaining to a particular field of study, impart practical skills, hands-on training, soft skills, etc., in order to enhance the student's employability.

**Internship:**

Internship is a course to develop a professional ability through an appropriate learning. The internship is for eight weeks.

**Research Project:**

Research Project is a course involving applications of knowledge in exploring, analyzing and solving real-life situations/problems.

**Value Added Course (VAC):**

Value Added Course aims to add the knowledge of learner beyond academic disciplines.

**Semester/Academic Year**

A semester comprises 90 working days and an academic year is divided into two semesters.

**5.0. Eligibility**

Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after successful completion of Grade 12 or equivalent stage of education corresponding to Level-4. However, the minimum eligibility to various UG programmes will be governed by the Ordinances of concerned Universities.

**6.0. Programme Structure**

The undergraduate degree programme is designed for eight semesters, or four years with multiple entry and exit options.

**6.1 Major and Minor disciplines**

Major discipline is the discipline or subject of main focus and the degree will be awarded in that discipline. Students should secure the prescribed number of credits (about 50% of total credits) through core courses in the major discipline.

Minor discipline helps a student to gain a broader understanding beyond the major discipline. For example, if a student pursuing an Economics major obtains a minimum of 12 credits from a bunch of courses in Statistics, then the student will be awarded B.A. degree in Economics with a Minor in Statistics.

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## 6.2 Awarding UG Certificate, UG Diploma, and Degrees

### UG Certificate:

Students who opt to exit after completion of the first year and have secured 48 credits (44 credits in case of single major) will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

### UG Diploma:

Students who opt to exit after completion of the 2<sup>nd</sup> year and have secured 96 credits (94 credits in case of single major) will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

### 3-year UG Degree:

Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 132 credits (136 credits in case of single major) and satisfying the minimum credit requirement as given in Table 1.

### 4-year UG Degree (Honours):

A four-year UG Honours degree in the major discipline will be awarded to those who complete a 4-year degree programme with 180 credits (184 credits in case of single major) and have satisfied the credit requirements as given in Table 1.

### 4-year UG Degree (Honours with Research):

Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a faculty member of the University/College. The research project/dissertation will be in the major discipline. The students, who secure 180 credits (184 credits in case of single major), including 12 credits from a research project/dissertation, are awarded UG Degree (Honours with Research).

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### UG Degree Programmes with Single Major:

A student has to secure a minimum of 50% credits from the major discipline for the 3-year/4-year UG degree to be awarded a single major. For example, in a 3-year UG programme, if the total number of credits to be earned is 136, a student of Physics with a minimum of 68 credits will be awarded a B.Sc. in Physics with a single major. Similarly, in a 4-year UG programme, if the total number of credits to be earned is 184, a student of Physics with a minimum of 92 credits will be awarded a B.Sc. (Hons./Hon. With Research) in Physics in a 4-year UG programme with single major.

### Interdisciplinary UG Programmes:

The credits for core courses shall be distributed among the constituent disciplines/subjects so as to get core competence in the interdisciplinary programme. For example, a degree in *Econometrics* requires courses in economics, statistics, and mathematics. The total credits to core courses shall be distributed so that the student gets full competence in *Econometrics* upon completion of the programme. The degree for such students will be awarded as B.Sc. in *Econometrics* for a 3-year UG programme or B.Sc. (Honours) / B.Sc. (Honours with Research) in *Econometrics* for a 4-year UG programme.

### Multidisciplinary UG Programmes:

In the case of students pursuing a multidisciplinary programme of study, the credits to core courses will be distributed among the broad disciplines such as Life sciences, Physical Sciences, Commerce & Management, Arts, Social Sciences, Humanities, etc.,. For example, a student who opts for a UG program in Life sciences will have the total credits to core courses distributed across Botany, Zoology and Human biology disciplines. The degree will be awarded as B.Sc. in Life Sciences for a 3-year programme and B.Sc. (Honours) in Life Sciences or B.Sc. (Honors with Research) for a 4-year programme without or with a research component respectively.

The statutory bodies of the Universities such as the Board of Studies and Academic Council shall finalize the course list for various programmes. The CCFUGP is detailed in the Table 1 to 5.

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Table1: Minimum Credit Requirements to Award Degree under Each Category

S. No.	Broad Category of Course	Minimum Credit Requirement as per UGC Guidelines		UG Programmes (Multidisciplinary/ Interdisciplinary)		UG Programmes (Single Major)		UG Programmes (Single Major) For students who choose to pursue single major after 2 <sup>nd</sup> semester of multidisciplinary Programmes	
		3-year UG	4-Year UG	3-year UG	4-Year UG	3-year UG	4-Year UG	3-year UG	4-Year UG
1	Discipline Specific Courses (DSC)	60	80	72	112 (100+12*)	72	112 (100+12*)	68	108 (96+12*)
2	Minor Course (MIC including Vocational Courses [VOC])	24	32	24	32	24	32	32	40
3	Multidisciplinary Courses (MDC)	09	09	09	09	09	09	09	09
4	Ability Enhancement Courses (AEC)	08	08	08	08	08	08	08	08
5	Skill Enhancement Courses (SEC)	09	09	09	09	11	11	09	09
6	Value Added Courses (VAC)	06 - 08	06 - 08	06	06	08	08	06	06
7	Internship	02 - 04	02 - 04	04	04	04	04	04	04
8	Research Project / Dissertation*	-	12	-	12*	-	12	-	
	<b>Total</b>	<b>120</b>	<b>160</b>	<b>132</b>	<b>180</b>	<b>136</b>	<b>184</b>	<b>136</b>	<b>184</b>

Note: \*Honours students not undertaking research shall have to do 3 courses for 12 credits in lieu of a research project/Dissertation.

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### 6.3. Credit hours for different types of courses

The workload relating to a course is measured in terms of credit hours. A credit is a unit by which the coursework is measured. It determines the number of hours of instruction required per week over the duration of a semester (minimum 15 weeks).

Each course may have only a lecture component or a lecture and tutorial component or a lecture and practicum component or a lecture, tutorial, and practicum component, or only practicum component. For example, a three-credit lecture course in a semester means three one-hour lectures per week with each one-hour lecture counted as one credit. In a semester of 15 weeks duration, a three-credit lecture course is equivalent to 45 hours of teaching. Required contact hours to earn credits will be as follows:

Nature of Work	Course Credits	Contact hours per week	Contact hours per semester (15 weeks)
Lecture	01	01	15
Tutorial per paper	01	01	15
Practical, Seminar, Internship, field practice/project, or community engagement, etc.	01	02	30

A course can have a combination of lecture credits, tutorial credits, and practicum credits. For example, a 4-credit course with three credits assigned for lectures and one credit for practicum shall have three 1-hour lectures per week and one 2-hour duration field-based learning/project or lab work, or workshop activities per week. In a semester of 15 weeks duration, a 4-credit course is equivalent to 45 hours of lectures and 30 hours of practicum. Similarly, a 4-credit course with 3-credits assigned for lectures and one credit for tutorial shall have three 1-hour lectures per week and one 1-hour tutorial per week. In a semester of 15 weeks duration, a four-credit course is equivalent to 45 hours of lectures and 15 hours of tutorials.

The following types of courses/activities constitute the programmes of study. Each of them will require a specific number of hours of teaching/guidance and laboratory/studio/workshop activities, field-based learning/projects, internships, and community engagement and service

#### • Lecture courses:

Courses involving lectures relating to a field or discipline by an expert or qualified personnel in a field of learning, work/vocation, or professional practice.

#### • Tutorial courses:

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Courses involving problem-solving and discussions relating to a field or discipline under the guidance of qualified personnel in a field of learning, work/vocation, or professional practice.

• **Practicum or Laboratory work:**

A course requiring students to participate in a project or practical or lab activity that applies previously learned/studied principles/theory related to the chosen field of learning, work/vocation, or professional practice under the supervision of an expert or qualified individual in the field of learning, work/vocation or professional practice.

• **Seminar:**

A course requiring students to participate in structured discussion/conversation or debate focused on assigned tasks/readings, current or historical events, or shared experiences guided or led by an expert or qualified personnel in a field of learning, work/vocation, or professional practice.

• **Internship:**

A course requiring students to participate in a professional activity or work experience, or cooperative education activity with an entity external to the education institution, normally under the supervision of an expert of the given external entity. A key aspect of the internship is induction into actual work situations. Internships involve working with local industry, government or private organizations, business organizations, artists, crafts persons, and similar entities to provide opportunities for students to actively engage in on-site experiential learning.

• **Studio activities:**

Studio activities involve the engagement of students in creative or artistic activities. Every student is engaged in performing a creative activity to obtain a specific outcome. Studio-based activities involve visual- or aesthetic-focused experiential work.

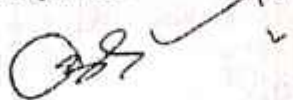
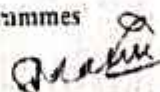
• **Field practice/projects:**

Courses requiring students to participate in field-based learning/projects generally under the supervision of an expert of the given external entity.

• **Community engagement and service:**

Courses requiring students to participate in field-based learning/projects generally under the supervision of an expert of the given external entity. The curricular component of 'community engagement and service' will involve activities that would expose students to the socio-economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems.

7.0 Curricular components of the undergraduate programmes

The curriculum includes courses in language, skill, environmental education, India comprehension, digital and technological solutions, health and wellness, yoga education, sports and fitness, and more. It also includes courses from major streams, minor streams, and other disciplines.


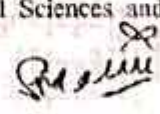
**7.1 Disciplinary/ Interdisciplinary Major:** A student's major would give them the opportunity to study a specific subject or field in depth. The major would provide the opportunity for a student to pursue in-depth study of a particular subject or discipline. Students may be allowed to change major within the broad discipline at the end of the second semester by giving her/him sufficient time to explore interdisciplinary courses during the first year. Advanced-level disciplinary/interdisciplinary courses, a course in research methodology, and a project/dissertation will be conducted in the seventh semester. The final semester may comprise seminar presentation, preparation, and submission of project report/dissertation. The project work/dissertation will be on a topic in the disciplinary programme of study or an interdisciplinary topic.

**7.2 Disciplinary/ Interdisciplinary Minor:** Courses from disciplinary or interdisciplinary minors, as well as skill-based courses related to a chosen vocational education programme, will be available to students. Students who complete a sufficient number of courses outside of their intended major can pursue a minor in that field or in the selected interdisciplinary field. After completing a variety of courses in the second semester, students can declare their preferred minor and vocational stream.

**7.3 Vocational Education and Training:** In addition to imparting theoretical and practical knowledge, the undergraduate programme will incorporate vocational education and training to impart skills. A minimum of 12 credits will be awarded to students in the "Minor" stream of vocational education and training. These credits may be related to the student's preferred major or minor or choice of the student. These classes will be helpful in locating employment for students who drop out before finishing the programme.

**7.4 Multidisciplinary courses:** All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines given below. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor stream under this category.

**Life Sciences:** Biochemistry, Biotechnology, Botany, Bioinformatics, Medical Biotechnology, Environmental Sciences, Food Technology, Forensic Sciences, Genetics, Microbiology, Zoology, Chemistry and other Life & Natural Sciences and other Natural

Science disciplines are among the foundational courses that students can choose from.

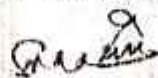
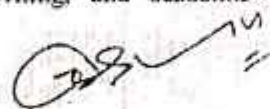
**Physical Sciences:** Chemistry, Physics, Mathematics, Computer Sciences, Statistics, Energy and Environmental Sciences and other Physical Science disciplines are among the foundational courses that students can choose from. The courses in this category will assist students in utilizing and putting techniques and tools into use in both their major and minor fields. Training in applications languages like STATA, SPSS, Tally, and other programming languages like Python could be a part of the class. When it comes to data analysis and the use of quantitative tools, the fundamental courses in this category will be beneficial to science and social science.

**Commerce and Management:** The courses cover topics like Accounting, Commerce, Business Studies, Human Resource Management, Finance, Production & operations International Business, Business Economics, E - Business, Travel & Tourism Management Financial institutions, Financial Technology, Data Science, English, Sociology, Psychology and other areas.

**Arts, Humanities and Social Sciences:** Through courses in the social sciences like Economics, History, Geography, Sanskrit, Music, Visual Arts, Political science, Psychology, Sociology, Defence Studies, English, Hindi, Public Administration, Library Sciences, Journalism, Mass Media and Communication among others, students will be able to comprehend people and their social behavior, society, and country. Survey methods and India-specific large-scale databases will be taught to students. History, archaeology, comparative literature, the arts and creative expressions, creative writing and literature, language(s), philosophy, and other related fields are just a few examples of courses that fall under the heading "humanities," as well as courses that are related to the humanities that are taught across disciplines.

**Interdisciplinary Studies:** Taking courses in interdisciplinary fields like Environmental Sciences, Yoga Sciences, Gender Studies, Political Economy and Development, Global Environment & Health, Cognitive Science, International Relations, Political Economy and Development, Sustainable Development, and so on will help the learners to understand society.

**7.5 Language Enhancement Courses:** Students must demonstrate proficiency in English and a Modern Indian Language (MIL), with an emphasis on their language and communication skills, in order to graduate. The primary objective of the classes is to assist students in developing and demonstrating fundamental linguistic skills like critical reading, expository writing, and academic writing. These skills help students understand the



significance of language as a medium for knowledge and identity, as well as how to express their ideas in a clear and coherent manner. They would enable students to become familiar with the cultural and intellectual heritage of the chosen MIL and English languages, in addition to providing students with a reflective understanding of the complexity and structure of the language and literature related to both languages. The courses will also place an emphasis on the development and enhancement of skills like communication and the capacity for discussion and debate.

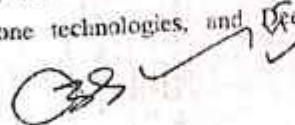
**7.6 Skills Enhancement Courses (SEC):** By giving students practical knowledge, hands-on experience, soft skills, etc., these courses aim to improve students' employability. The universities may design courses based on the needs of the students and the resources at its disposal.

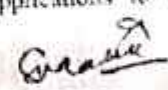
**7.7 Value-Added Courses (VAC) Common to All UG Students**

**Understanding India:** The course aims at enabling the students to acquire and demonstrate the knowledge and understanding of contemporary India with its historical perspective, the basic framework of the goals and policies of national development, and the constitutional obligations with special emphasis on constitutional values and fundamental rights and duties. The course would also focus on developing an understanding among student-teachers of the Indian knowledge systems, the Indian education system, and the roles and obligations of teachers to the nation in general and to the school/community/society. The course will attempt to deepen knowledge about and understanding of India's freedom struggle and of the values and ideals that it represented to develop an appreciation of the contributions made by people of all sections and regions of the country, and help learners understand and cherish the values enshrined in the Indian Constitution and to prepare them for their roles and responsibilities as effective citizens of a democratic society.

**Environmental science/education:** The course seeks to equip students with the ability to apply the acquired knowledge, skills, attitudes, and values required to take appropriate actions for mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biological diversity, management of biological resources, forest and wildlife conservation, and sustainable development and living. The course will also deepen the knowledge and understanding of India's environment in its totality, its interactive processes, and its effects on the future quality of people's lives.

**Digital and technological solutions:** Courses in cutting-edge areas that are fast gaining prominences, such as Artificial Intelligence (AI), 3-D machining, big data analysis, machine learning, drone technologies, and Deep learning with important applications to health,





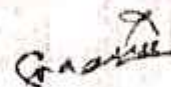
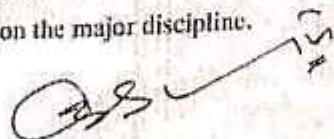
environment, and sustainable living that will be woven into undergraduate education for enhancing the employability of the youth.

**Health & Wellness, Yoga education, sports, and fitness:** Course components relating to health and wellness seek to promote an optimal state of physical, emotional, intellectual, social, spiritual, and environmental well-being of a person. Sports and fitness activities will be organized outside the regular institutional working hours. Yoga education would focus on preparing the students physically and mentally for the integration of their physical, mental, and spiritual faculties, and equipping them with basic knowledge about one's personality, maintaining self-discipline and self-control, to learn to handle oneself well in all life situations. The focus of sports and fitness components of the courses will be on the improvement of physical fitness including the improvement of various components of physical and skills-related fitness like strength, speed, coordination, endurance, and flexibility; acquisition of sports skills including motor skills as well as basic movement skills relevant to a particular sport; improvement of tactical abilities; and improvement of mental abilities.

The Universities may introduce other innovative value-added courses relevant to the discipline or common to all UG programmes.

**7.8 Summer Internship/Apprenticeship:** key aspect of the new UG programme is induction into actual work situations. All students will also undergo internships / Apprenticeships in a firm, industry, or organization or Training in labs with faculty and researchers in their own or other HEIs/research institutions during the summer term. Students will be provided with opportunities for internships with local industry, business organizations, health and allied areas, local governments (such as panchayats, municipalities), Parliament or elected representatives, media organizations, artists, crafts persons, and a wide variety of organizations so that students may actively engage with the practical side of their learning and, as a by-product, further improve their employability. Students who wish to exit after the first two semesters will undergo a 4-credit work-based learning/internship during the summer term in order to get a UG Certificate.

**Community engagement and service:** The curricular component of 'community engagement and service' seeks to expose students to the socio-economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems. This can be part of summer term activity or part of a major or minor course depending upon the major discipline.



**Field-based learning/minor project:** The field-based learning/minor project will attempt to provide opportunities for students to understand the different socio-economic contexts. It will aim at giving students exposure to development-related issues in rural and urban settings. It will provide opportunities for students to observe situations in rural and urban contexts, and to observe and study actual field situations regarding issues related to socioeconomic development. Students will be given opportunities to gain a first-hand understanding of the policies, regulations, organizational structures, processes, and programmes that guide the development process. They would have the opportunity to gain an understanding of the complex socio-economic problems in the community, and innovative practices required to generate solutions to the identified problems. This may be a summer term project or part of a major or minor course depending on the subject of study.

**7.9 Research Project/Dissertation:** Students choosing a 4-Year Bachelor's degree (Honours with Research) are required to take up research projects under the guidance of a faculty member. The students are expected to complete the Research Project in the eighth semester. The research outcomes of their project work may be published in peer-reviewed journals or may be presented in conferences /seminars or may be patented.

**Other Activities:** This component will include participation in activities related to National Service Scheme (NCC), National Cadet Corps (NCC), adult education/literacy initiatives, mentoring school students, and other similar activities.

**Additional Seats:** The HEIs may create 10% additional seats over and above the sanctioned strength to accommodate the request for a change of major. Any unfilled or vacant seats may be filled with those seeking a change of Major. Preference will be given to those who have got highest CGPA with no arrears in the first year.

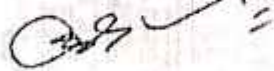
#### 7.10 Levels of Courses

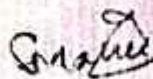
I **Foundation or introductory courses (First Year):** These courses will focus on foundational theories, concepts, perspectives, principles, methods, and procedures for deciding the subject or discipline of interest. These courses will impart general education required for the advanced studies. These courses will expose students to the different fields of study will lay the foundation for higher-level course work.

II **Intermediate-level courses (Second Year):** These courses will include subject-specific courses to fulfill the credit requirements for minor or major areas of learning.

III **Higher-level courses (Third Year):** These courses will be of disciplinary/inter disciplinary area of study are required for majoring for the award of a degree.

IV **Advanced courses (Fourth Year):** These courses will include lecture courses with





practicum, research methodology, advanced laboratory experiments / software training, research projects, hands-on-training, internship/apprenticeship projects at the undergraduate level.

### 8.0. Pedagogical approaches

The Learning Outcomes-Based Approach to curriculum planning and transaction requires that the pedagogical approaches are oriented towards enabling students to attain the defined learning outcomes relating to the courses within a programme. The outcome-based approach, particularly in the context of undergraduate studies, requires a significant shift from teacher-centric to learner-centric pedagogies, and from passive to active/participatory pedagogies. Every programme of study lends itself to the well-structured and sequenced acquisition of knowledge and skills. Practical skills, including an appreciation of the link between theory and practice, will constitute an important aspect of the teaching-learning process. Teaching methods, guided by such a framework, may include lectures supported by tutorial work; practicum and field-based learning; the use of prescribed textbooks and e-learning resources and other self-study materials; field-based learning/project, open-ended project work, some of which may be team-based; activities designed to promote the development of generic/transferable and subject-specific skills; and internship and visits to field sites, and industrial or other research facilities etc.

### 9.0. Outcomes based approach to Higher Education

The basic assumption of the learning outcomes-based approach to curriculum development for awarding higher education degree should be based on the demonstrable attainment of objectives (academic excellence, knowledge, creativity, abilities, attitudes, and values) in a student after the completion of a programme. The National Higher Education Qualifications Framework (NHEQF) specified learning outcomes related to the disciplinary area(s) in the selected field(s) of learning and generic learning outcomes that are anticipated to be attained by a graduate upon completion of the programme(s). Students must possess the qualities and characteristics of a graduate of a programme of study. The key outcomes that underpin curriculum planning and development at the undergraduate level include Graduate Attributes, Qualification Descriptors, Programme Learning Outcomes, and Course Learning Outcomes:

**9.1 Graduate Attributes:** Graduate attributes are developed through a process of critical and reflective thinking, the learning experience, the college or university experience as a whole, and the curriculum. Graduate attributes (Table 6) include both general learning outcomes that should be acquired and demonstrated by graduates of all programmes of study and learning outcomes

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that are specific to disciplinary areas related to the chosen field(s) of learning within broad multidisciplinary, interdisciplinary, and trans-disciplinary contexts.

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Answer

**Table 6: Graduate attributes**

Type of learning outcomes	The Learning outcomes descriptors
Disciplinary and interdisciplinary specific learning outcomes	<ul style="list-style-type: none"> <li>➤ Comprehensive knowledge and coherent understanding of the chosen disciplinary/interdisciplinary areas.</li> <li>➤ Practical, professional, and procedural knowledge necessary for performing professional or highly skilled work/tasks related to the field(s) of study</li> <li>➤ Capacity to go beyond simply copying curriculum content knowledge to create solutions to particular problems</li> </ul>
Generic Learning outcomes	<ul style="list-style-type: none"> <li>➤ Complex problem-solving, Critical Thinking and Creativity</li> <li>➤ Communication Skills</li> <li>➤ Analytical reasoning/thinking</li> <li>➤ Research-related abilities</li> <li>➤ Coordination and collaboration with others</li> <li>➤ Value inculcation</li> <li>➤ Empathy</li> <li>➤ Autonomy, responsibility, and accountability</li> <li>➤ Environmental awareness and action</li> <li>➤ Community engagement and service</li> </ul>

**9.2 Qualification descriptors:** The students who complete three years of full-time study of an undergraduate programme of study will be awarded a Bachelor's Degree. Some of the expected learning outcomes that a student should be able to demonstrate on completion of a degree-level programme may include:

- Fundamental/systematic or coherent understanding of an academic field of study
- Procedural knowledge related to the disciplinary/subject area of study
- skills in areas related to one's specialization and current developments in the academic field of study
- Able to use knowledge, understanding and skills required for identifying problems and issues
- Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities.

In addition to basic learning outcomes descriptor for Bachelor's Degree, a student with Bachelor degree with honours may demonstrate additional skills like:

- Specialization and current developments in the academic field of study
- Comprehensive knowledge about materials relating to essential and advanced learning areas pertaining to the chosen disciplinary areas (s) and field of study

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- Skills in identifying information needs
  - Able to use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study
- 9.3 Programme and course learning outcomes:** Individual programmes of study will have defined learning outcomes which must be attained for the award of a specific certificate/diploma/degree. Course learning outcomes are specific to the learning for a given course of study related to a disciplinary or interdisciplinary/multi-disciplinary area. Course-level learning outcomes must be aligned to programme learning outcomes. The achievement by students of course-level learning outcomes leads to the attainment of the programme learning outcomes.

**10. Learning assessment**

A variety of assessment methods that are appropriate to a given disciplinary/subject area and a programme of study will be used to assess progress toward the course/programme learning outcomes. Priority will be accorded to formative assessment. Evaluation will be based on continuous assessment, in which sessional work and the terminal examination will contribute to the final grade. Sessional work will consist of class tests, mid-semester examination(s), homework assignments, etc., as determined by the faculty in charge of the courses of study. Progress towards achievement of learning outcomes will be assessed using the following: time-constrained examinations: closed-book and open-book tests; problem-based assignments; practical assignment laboratory reports; observation of practical skills; individual project reports (case-study reports); team project reports; oral presentations, including seminar presentation; viva voce interviews; computerized adaptive assessment, examination on demand, modular certifications, etc.

The proportion of external and internal assessment in any course shall be preferably 70%:30%. However, this proportion may vary depending upon the nature of course.

**10.1. Letter Grades and Grade Points:** The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester. The SGPA is based on the grades of the current term, while the Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study.

The HEIs may also mention marks obtained in each course and a weighted average of marks based on marks obtained in all the semesters taken together for the benefit of students.

Marks (%)	Letter Grade	Grade Point
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> 85	O(outstanding)	10
> 75 to 85	A+(Excellent)	9
> 65 to 75	A(Very good)	8
> 55 to 65	B+(Good)	7
> 50 to 55	B(Above average)	6
> 40 to 50	C(Average)	5
40	P (Pass)	4
Less than 40	F(Fail)	0
	Ab(Absent)	0

### 10.2. Computation of SGPA and CGPA

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

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

$$SGPA (S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

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

#### Example for Computation of SGPA

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit Grade)
I	Course 1	3	A	8	3X8= 24
I	Course 2	4	B+	7	4X7= 28
I	Course 3	3	B	6	3X6= 18
I	Course 4	3	O	10	3X 10 =30
I	Course 5	3	C	5	3X5= 15
I	Course 6	4	B	6	4X6= 24
		20			139
<b>SGPA</b>					139/20=6.95

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

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

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

#### Example for Computation of CGPA

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
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Credit:21 SGPA:6.9	Credit:22 SGPA:7.8	Credit:25 SGPA:5.6	Credit:26 SGPA:6.0	Credit:26 SGPA:6.3	Credit:25 SGPA:8.0
CGPA=6.73(21 x6.9+22x7.8+25x5.6+26 x6.0+26x6.3+25 x8.0)/145					

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

**Transcript:** University will issue a transcript for each semester as well as a cumulative transcript that reflects performance across all semesters based on the recommendations made above regarding letter grades, grade points, and SGPA and CCPA.

#### 11,Disclaimer

"This Curriculum and Credit Framework for Undergraduate Programme (2023) has been framed by the Central Committee constituted by Department of Higher Education, Government of Haryana vide letter no. DHE-170006/11/2020-NPE dated 24.04.2023 and 01.05.2023 after careful consideration of the recommendations of University Grants Commission, New Delhi".

This document shall be model for all State Universities of Haryana in framing the Scheme, Syllabus and Ordinances through their respective statutory bodies.

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**(IC Programme(Interdisciplinary):Scheme)**

Bachelors of Tourism and Travel Management

**First Year:Scheme**

Semester	Subject-1 Core Course	Subject-2 Core Courses	Subject-3 Core Courses	Minor/Vocational	Multidisciplinary Courses	Ability/Enhancement Courses	Skill/Enhancement Courses	Value Added Course	Total Credits	Exit Option
I	CC-A1	CC-B1	CC-C1	CC-M1	MDC-1	AEC-1	SEC-1	VAC-1	24	Under Graduate Certificate in Discipline with 52 credits
	B-23-TMG-101 Introduction to Tourism (4 credit)	B-23-TMG-102 Natural Tourism Resources of India (4 credit)	B-23-TMG-103 Tourism Business Environment (4 credit)	B-23-TMG-104 Transport Management (2 credit)	Student will opt from the pool available in college/institute/department <i>Pool</i> (3 credit)	Student will opt from available Pool of AEC (2 credit)	Student will opt from available Pool of SEC (3 credit)	Student will opt from available Pool of VAC (2 credit)		
II	CC-A2	CC-B2	CC-C2	CC-M2	MDC-2	AEC-2	SEC-2	VAC-2	24	Under Graduate Certificate in Discipline with 52 credits
	B-23-TMG-201 Travel Agency and Tour Operations Business (4 credit)	B-23-TMG-202 Cultural Tourism Resources of India (4 credit)	B-23-TMG-203 International Tourism (4 credit)	B-23-TMG-204 Field Trip Report (2 credit)	Student will opt from the pool available in college/institute/department <i>Pool</i> (3 credit)	Student will opt from available Pool of AEC (2 credit)	Student will opt from available Pool of SEC (3 credit)	Student will opt from available Pool of VAC (2 credit)		

Internship of credits of 1-6 weeks duration after 2<sup>nd</sup> semester

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Note: The subject of Field trip report (B-23-TMG-204) under CC-M2 Category in semester 2 is field based subject/ project, which involves guiding students to visit to destination followed by preparation of a field trip report under supervision of the faculty thus is an integral part of curriculum and workload of 2 credit in Bachelor of tourism & travel management in semester 2.

2<sup>nd</sup> year Scheme D: bachelor Tourism and Travel management

Semester	Subject -1 Core Course	Subject -2 Core Course	Subject -3 Core Course	Minor/ Vocational Core Course	Multidisciplinary	Ability Enhancement	Skill Enhancement	Value added Course	Total credit	Exit option
III	CC-A3 B23-TMG-301 Religious Tourism (4 credit)	CC-B3 B23-TMG-302 Hotel Business (4 credit)	CC-C3 B23-TMG-303 Impacts of Tourism (4credit)	CC-M3 B23-TMG-304 Principle of management (4 credit)	MDC-3 Student will opt from the pool available in college/ Institute/ Department (3 credit)	AEC-3 Student will opt from the pool of AEC (2 credit)	SEC-3 Student will opt from the pool of SEC (3 credit)	.....	24	Under graduate Diploma in Discipline with 96 credits
IV	CC-A4 B23-TMG-401 Tourism marketing (4 credit)	CC-B4 B23-TMG-402 Tourism Organization 4 credit	CC-C4 B23-TMG-403 Sustainable Tourism (4credit)	CC-M4(V) B23-TMG-404 Guiding and Escorting skill in Tourism (4 credit)	Pool	AEC-4 Student will opt from the pool of AEC (2 credit)	Pool	VAC-3 Pilgrimage Tourism India B23-TMG-406 (2 credit)	20	

Pool  
Pool  
Pool  
Internship of 4 credit of 4-6 week duration after 4<sup>th</sup> semester

SEMESTER-V									
Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
V	CC-A5	B23-TMG-501	Travel Documentation	4	4	30	70	100	3
	CC B5	B23-TMG-502	Geography of Tourism	4	4	30	70	100	3
	CC C5	B23-TMG-503	Airlines Management and Ticketing (Theory)	3	3	20	50	70	3
			Airlines Management and Ticketing (Practical)	1	2	10	20	30	3
	CC VOC M5	B23-TMG-504	Eco Tourism	4	4	30	70	100	3
		Internship (Done in summer break)	Training Report/Viva Voce	4	4-6 Weeks	50	50	100	1
TOTAL CREDITS=20									

SEMESTER-VI									
Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
VI	CC-A6	B23-TMG 601	Accounting for Tourism	4	4	30	70	100	3
	CC-B6	B23-TMG 602	Tourism Planning (Theory)	3	3	20	50	70	3
Tourism Planning (Practical)			1	2	10	20	30	3	
	CC-C6	B23-TMG 603	Human Resource Management in Tourism	4	4	30	70	100	3
	CC-M6	B23-TMG 604	Tourism Economics	4	4	30	70	100	3
	CC-M7 (VOC)	B23-TMG 605	Computer Application in Tourism (Theory)	2	2	15	35	50	2
			Computer Application in Tourism (Practical)	2	2	15	35	50	2
TOTAL CREDITS=20									

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SEMESTER-VII									
Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
VII	CC-H11	B23-TTM-701	Event Management	4	4	30	70	100	3
	CC-112	B23-TTM-702	Tourism Technology (Theory)	3	3	20	50	70	3
			Tourism Technology (Practical)	1	2	10	20	30	
	CC-H3	B23-TTM-703	Destination Management	4	4	30	70	100	3
	DSE-H1	B23-TTM-704	Adventure Tourism	4	4	30	70	100	3
	CC-H1	B23-TTM-705	Business Communication (Theory)	3	3	20	50	70	3
			Business Communication (Practical)	1	2	10	20	30	3
	CC-HM1	B23-TTM-706	Research Methodology (Theory)	3	3	20	50	70	3
			Research Methodology (Practical)	1	2	10	20	30	3
	TOTAL CREDITS=24								

SEMESTER-VIII									
Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
VIII	CC-114	B23-TTM-801	Cruise Tourism	4	4	30	70	100	3
	CC- H5	B23-TTM-802	Wellness & Medical Tourism	4	4	30	70	100	3
	CC-H6	B23-TTM-803	Personality Development	4	4	30	70	100	3
	DSE-H2	B23-TTM-804	Digital Marketing in Tourism	4	4	30	70	100	3
TOTAL CREDITS=24									

# BTTM

(Detailed Syllabus)

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Session: 2023-2024

# SEMESTER I

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Session: 2023-24			
Subject	PartA - Introduction		
Semester	INTRODUCTION TO TOURISM		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-101		
CourseType: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. To familiarize with the basic concepts and terminology used in tourism</li> <li>2. : To know about various types of tourism and factors responsible for the development</li> <li>3. To be able to identify different components of tourism</li> <li>4. To be able to work with and for tourism services in tourism chain</li> </ol>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100			Time: 3 Hours
Internal Assessment Marks:30			
End Term Exam Marks: 70			
<b>Part B-Contents of the Course</b>			
<b>Instructions for Paper- Setter</b>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
1	<b>Basic Concept and Terminology used in Tourism</b> Tourism, tourist, visitors, traveler, excursionist as per UNWTO classification and Ministry of Tourism, Govt. of India. Impacts of Tourism (Economic, Socio-cultural and Environmental)		15

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II	<b>Types of Tourism and Factors of Development of Tourism</b> Approaches to study tourism, Travel Agency and Tour Operators Meaning and Types. Linkages in Tourism Industry, Push and Pull factors in Tourism.	15
III	<b>Components of Tourism</b> Attractions: Types and their significance for tourism Transportation: Types and their significance for tourism Accommodation: Types and their significance for tourism	15
IV	<b>Tourism Services and Tourism Chain</b> Characteristics of tourism and hospitality services- Perishability, Variability, Inseparability, Intangibility, Seasonality. Vertical, Horizontal and Diagonal Integration in Tourism	15
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment: 30</b> ➤ <b>Theory</b> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15		<b>End Term Examination: 70</b>
<b>Part C - Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b> <ul style="list-style-type: none"> <li>• Christopher J. Holloway- The Business of Tourism Macdonald and Evans.</li> <li>• A.K. Bhatia- Tourism Development Principles and Practices Sterling Publishers, New Delhi.</li> <li>• Anand M.M.- Tourism and Hotel Industry in India: Sterling Publishers, New Delhi.</li> <li>• Kaul R.H. Dynamics of Tourism: A Terminology, Sterling Publishers, New Delhi.</li> </ul>		

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Session: 2023-24			
Part A - Introduction			
Subject	NATURAL TOURISM RESOURCES OF INDIA		
Semester	I		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23/TMG-102		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. To understand the basics of the geography of tourism</li> <li>2. To describe the general geography of India</li> <li>3. To analyse the natural tourism potential in India</li> <li>4. To explain and connect with the nature based tourism attractions in India</li> </ol> <p>-----</p> <ol style="list-style-type: none"> <li>5. Applicable for courses having practical component.</li> </ol>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100			Time: 3 Hours
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B - Contents of the Course			
Instructions for Paper: Setter			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours
I	<b>Introduction to Natural Tourism Resource of India</b> India: Physiographic regions, Northern Mountains, Northern Plains, Peninsula Plateau, Coastal Regions, Great Indian Desert, Islands. Touristic significance of various Physiographic regions.		15
II	<b>Major Natural Tourism Resources of India</b> Wildlife Tourism Potential in India – Case studies of Ranthambore National Park, Great Himalayan National Park, Jim Corbett National Park, Gir National Park and Bhaandhavgarh National Park, Kaziranga National park.		15

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III	<b>Nature Based Tourism Products of India</b> Major Hill Stations and Adventure Tourism in India: Case Study from Jammu & Kashmir, Himachal Pradesh, Uttarakhand and Sikkim.	15
IV	<b>Nature Based Tourism Products of India</b> Coastal and Beach Tourism Potential in India: Case Study from Goa, Kerala, Karnataka and Tamilnadu.	15
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment: 30</b> ➤ <b>Theory</b> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15		<b>End Term Examination: 70</b>
<b>Part C - Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		
<ol style="list-style-type: none"> <li>1. Boniface B. &amp; Cooper, C. (2009). Worldwide Destinations: The Geography of Travel &amp; Tourism. Oxford Butterworth Heinemann, London.</li> <li>2. Goh Chong Leong, 'An Economic Atlas of India. Oxford University Press, Singapore.</li> <li>4. Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi.</li> <li>5. Singh Gopal, 'Geography of India', Atma Ram and sons, New Delhi. 1994</li> <li>6. Quereshi, Intiaz, (ed) Physical geography of India. NCERT, New Delhi</li> <li>7. Hall, M (1999). Geography of Travel and Tourism, Routledge, London.</li> <li>8. Robinson H.A. (1976), Geography of Tourism. Mac Donald &amp; Evans Ltd</li> </ol>		

<b>Session: 2023-24</b>	
<b>Part A - Introduction</b>	
<b>Subject</b>	<b>TOURISM BUSINESS ENVIRONMENT</b>
<b>Semester</b>	<b>I</b>

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Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-103		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. To understand the concept of business environment 2. To describe the economic environment for tourism 3. To analyse the industrial policies concerning the tourism 4. To explain different tourism reforms in India ----- 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100 Internal Assessment Marks:30 End Term Exam Marks: 70	Time: 3 Hours		
<b>Part B-Content of the Course</b>			
<b>Instructions for Paper- Setter</b>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics	Contact hours	
I	<b>An Overview of Business Environment</b> Business – Meaning, Concept and Nature, Business Environment – Meaning, nature and components. Business environment analysis – Process, techniques and limitations	16	
II	<b>Economic Environment</b> Economic Reforms in India - Liberalization, Privatization and Globalization, meaning, merits, de-merits and impact on tourism business in India. MSME (Micro, Small and Medium Enterprises) – Definition, Problems and Incentives available for growth.	15	
III	<b>Policies concerning Tourism</b> Tourism development during five year plans. Tourism under NITI Ayog, National tourism policy of India, 2002. Competition Act and its impact on tourism business in India	15	

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<b>IV</b>	<b>Tourism Reforms</b> FDI - Meaning, merits, de-merits and impact on tourism business in India. Govt. of India Schemes for development of tourism business in India: Incredible India Campaign, PRASHAD Scheme, SWADESH Darshan Scheme.	15
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment: 30</b> ➤ <b>Theory</b> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15		<b>End Term Examination: 70</b>
<b>Part C - Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		
<ul style="list-style-type: none"> <li>• Daniel, John D and Radebaugh, Lee H : International Business, 5th ed., New York, Addison Weley, 2007</li> <li>• Charles W. Hill, International Business, fourth edition, Tata McGraw Hill Publications Companies, 2010.</li> <li>• AK. Sundaram J. StenartBlock : The International Business Environment PHI, 2008</li> <li>• Rangarajan, C.A.: Perspective in Economics, S.Chand &amp; Sons, New Delhi.</li> <li>• Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.</li> <li>• Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi.</li> </ul>		

<b>Session: 2023-24</b>	
<b>Part A - Introduction</b>	
<b>Subject</b>	<b>TRANSPORT MANAGEMENT</b>

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Semester	I		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-104		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. To familiarize with transportation related to Tourism industry</li> <li>2. To understand the various concepts related to Air and Water Transport</li> <li>3. To understand the various concepts related to Road Transport.</li> <li>4. To know about major Railways of India and the World</li> </ol> <hr/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	2	NA	2
Contact Hours	2		2
Max. Marks: 50			Time: 3 Hours
Internal Assessment Marks: 15			
End Term Exam Marks: 35			
<b>Part B-Contents of the Course</b>			
<b><u>Instructions for Paper- Setter</u></b>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 7 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
<b>Unit</b>	<b>Topics</b>		<b>Contact hours</b>
I	<b>Introduction to Transport</b> Transportation as important element of tourism industry. History of different modes of transportation. Advantages and Limitations of different modes of transport. The factors affecting the selection of modes of transport by tourists.		8

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II	<b>Air and Water Transport</b> History of air transport in India. IATA and DGCA: Organizational structures and functions. Major Airlines operating in India. Role of airlines in tourism promotion. Water transport- Limitation & scope of water transport in India. Cruise ships and Cruise tourism. The role of water transport in tourism.	8
III	<b>Road Transport</b> Road Transport: Major Highways and Expressways of India. Golden Quadrilateral Highway. Coach-Bus, Inter State Bus Services, Tourist Taxi, Rent-a-car Scheme, OLA and UBER	7
IV	<b>Rail Transport</b> Rail Transport: Major Railway Systems of World, (Euro Rail and AMTrak). General information about Indian Railways. Tourist trains of India and Indrail Pass service.	7
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 4</li> <li>• Seminar/presentation/assignment/quiz/class test etc.:4</li> <li>• Mid-Term Exam: 7</li> </ul>		<b>End Term Examination: 35</b>
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b> <ul style="list-style-type: none"> <li>• Hannel Christine, Robert Harshman &amp; Graham Draper- 'Travel &amp; Tourism: A world Regional geography, John Wiley &amp; Sons, New York</li> <li>• Hurst, Elist, 'Transporation Geography' McGraw Hill, New York</li> <li>• David Timothy Duval, Tourism and Transport: Modes, Networks and flows. Channel view Publications.</li> <li>• Stephan Page, Transport and Tourism, Global Perspectives, Pearson Publications</li> <li>• Case Study Series Aerospace &amp; Airlines, The ICFAI, University Press, Hyderabad</li> <li>• Bharath, R., Low Cost Carriers, Concept and Cases, The ICFAI, University Press, Hyderabad</li> <li>• Kumar, V V Ravi., Indian Aviation Industry, The ICFAI, University Press, Hyderabad</li> <li>• Nayak, G., Development of Transport and Communication, Anmol Publication</li> <li>• Ginger Todd, Susan Rice (2002), Travel Perspectives: A Guide to becoming a Travel Professional, Delmar ThomPL On Learning.</li> </ul>		

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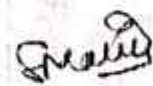
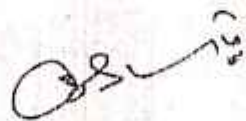
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# **BTTM**

(Detailed Syllabus)

w.e.f.

Session: 2023-2024



# SEMESTER II

Session: 2023-24	
Part A-Introduction	
Subject	TRAVEL AGENCY & TOUR OPERATIONS BUSINESS
Semester	II
Name of the Course	Bachelor of Tourism and Travel Management
Course Code	B23-TMG-201
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC

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Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Introducing about the concept of travel agency and tour operation 2. Enabling to identify functions and linkages in travel agencies and tour operators 3. Knowledge about significance of travel agency and procedure to follow for government approval 4. Understanding the activities of Travel Trade Associations. ----- 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100	Time: 3 Hours		
Internal Assessment Marks:30			
End Term Exam Marks: 70			
<b>Part B-Contents of the Course</b>			
<b><u>Instructions for Paper- Setter</u></b>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics	Contact hours	
I	<b>Introduction to Travel Agency and Tour Operation</b> Travel Agency and Tour Operations: concept, meaning, definition, significance and growth over the years.	15	
II	<b>Functions and Linkages in Travel Agencies and Tour Operators</b> Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business.		
III	<b>Procedure for Government Approval</b> Procedure for recognitions of Travel Agency and tour operators from Ministry of tourism, Govt. of India. Various govt. schemes for promotion of tourism business in India	15	
IV	<b>Travel Trade Associations -TAAI, IATO, IATA, PATA</b> Brief History, Organization Structure and Functions.	15	
<b>Suggested Evaluation Methods</b>			
Internal Assessment:30 - Theory • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15		End Term Examination:70	

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<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> <ul style="list-style-type: none"> <li>• Foster, D., the Business of Travel Agency, Pitman, 1990.</li> <li>• Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).</li> <li>• Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).</li> <li>• Mohinder Chand , Travel Agency Management + An Introductory Text, Anmol Publications, New Delhi, 2006.</li> <li>• IATA, IATO, TAAI manual.</li> <li>• Jag Mohan, Negi, Travel Agency and tour operation, Kanishka Publication New Delhi, 1990</li> </ul>

<b>Session: 2023-24</b>	
<b>PartA-Introduction</b>	
<b>Subject</b>	<b>CULTURAL TOURISM RESOURCES OF INDIA</b>
<b>Semester</b>	II
<b>Name of the Course</b>	Bachelor of Tourism and Travel Management
<b>Course Code</b>	B23-TMG-202
<b>Course Type:</b> (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC




Course Learning Outcomes (CLO):	After completing this course, the learner will be able to:		
	<ol style="list-style-type: none"> <li>1. To understand the basics of Indian culture</li> <li>2. To describe the general features of Indian culture</li> <li>3. To analyse the tourism potential Indian culture</li> <li>4. To explain and connect with the different cultural attractions in India</li> </ol>		
	5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100			Time: 3 Hours
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
<b>Part B-Contents of the Course</b>			
<b>Instructions for Paper- Setter</b>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics	Contact hours	
I	<b>Introduction to Culture</b> Culture: Concept and its essential features, elements of Indian culture, geographical variations of Indian culture. Cultural as tourist attraction special reference to India.	15	
II	<b>Religions and Pilgrimage Places in India.</b> Major Religions of India and their salient features. Major Pilgrimage Places related to Hinduism, Buddhism, Jainism, Islam and Sikhism (Any four places for each religion)	15	
III	<b>Indian Architecture and Monuments</b> Buddhist Architecture: main features of Ajanta, Ellora and Sanchi. Hindu Architecture: main features of Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram. Medieval Architecture: Taj Mahal, Red Fort of Delhi, Fatehpur Sikri.	15	

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IV	<b>Dances, Music and Fairs of India</b> Classical Dances of India, Major tourism oriented fairs and festivals of India and their significance for tourism: Kullu-Dussehra, Pongal, Bihu, and Desert festivals.	15
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment: 30</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 10</li> <li>• Mid-Term Exam: 15</li> </ul>		<b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b> <ul style="list-style-type: none"> <li>• Abid Hussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi.</li> <li>• The Wonder that was India- A Survey of the History and Culture of the Indian Sub-continent Before the Coming of the Muslims by <u>Arthur L. Basham</u>, ISBN 9780836429133, Rupa Publications, 1964</li> <li>• Of Past Dawns and Future Noons-Towards a Resurgent India by Shonar, ISBN 9788174765369, Published by <u>Sri Aurobindo Society</u> (2006)</li> <li>• Gupta, S. Pet. al 2002, Cultural Tourism in India, D.K. Printworld, New Delhi</li> <li>• Hay, Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols. Penguin Books, Delhi .</li> <li>• Krishana Deva. 2002 (reprint) Temples of North India. National Book Trust, Delhi -</li> <li>• Pande, G.C. 1990 (2nd ed.) Foundations of Indian Culture, 2 vols. Moti Lal Banarasi Das Publisher, Delhi.</li> <li>• Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi.</li> <li>• Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy Moti Lal Banarasi Das Publishers, Delhi .</li> <li>• Upadhyaya, B.S. 1989, (reprint), Feeders of Indian Culture People,s Publishing House.</li> </ul>		

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Session: 2023-24			
Part A- Introduction			
Subject	INTERNATIONAL TOURISM		
Semester	II		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-IMG-203		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. To understand the concept of international tourism</li> <li>2. To describe the tourism trends at international level</li> <li>3. To analyse the potential of tourism in different regions of the world</li> <li>4. To explain different destinations in various nations of the world</li> </ol> <hr/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100			Time: 3 Hours
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
Instructions for Paper- Setter			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	<b>Concept and Current Status of International Tourism</b> Global tourism trends in terms of international tourist arrivals and international tourism receipts. Factors affecting growth of international tourism		15
II	<b>Regional Distribution of International Tourism - I:</b> - Europe: Inbound tourism with special reference to France, Spain, and United Kingdom and their major destinations i.e. Paris, Madrid and London - Americas: Inbound tourism with special reference to USA, Canada and		15

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	Mexico and their major destinations i.e. New York, Washington DC, Toronto and Mexico City	
III	<b>Regional Distribution of International Tourism – II:</b> - Africa: Inbound tourism with special reference to Egypt, South Africa and Kenya and their major destinations i.e. Giza, Johannesburg and Nairobi. - East-Asia & Pacific: Inbound tourism with special reference to Australia, China, and Thailand and their main destinations i.e. Sydney, Beijing, and Bangkok	15
IV	<b>International Tourism Organizations:</b> UNWTO, PATA, IATA – Brief History, Organization Structure and Functions. Challenges before international tourism and strategies to promote international tourism.	15

**Suggested Evaluation Methods**

<b>Internal Assessment: 30</b> ➤ <b>Theory</b> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15	<b>End Term Examination: 70</b>
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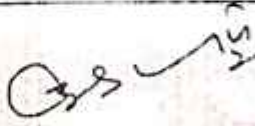
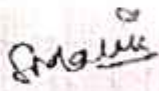
**Part C - Learning Resources**

- Recommended Books/e-resources/LMS:**
- Bhatia, A. K. (1991). International tourism: fundamentals and practices. Sterling Publishers.
  - Chand, M. (2004). Basics of tourism: theory, operation and practice. Kanishka Publishers.
  - Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia, New Zealand, UK, France, Switzerland, Germany, Italy, Greece, Austria, USA, CANADA, Brazil, UAE, South Africa, Kenya, Tanzania.
  - McIntosh, R., Goeldner, W., & Charles, R. (1990). Tourism: Principles, Practices and Philosophies., John Wiley and Sons Inc. New York.

**Session: 2023-24**

**Part A – Introduction**

<b>Subject</b>	<b>FIELD TRIP REPORT</b>
<b>Semester</b>	II
<b>Name of the Course</b>	Bachelor of Tourism and Travel Management
<b>Course Code</b>	B23-TMG-204

Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to:		
	<ol style="list-style-type: none"> <li>1. To familiarize students with visit to tourism destination.</li> <li>2. To know about attractions and recreation opportunities at destination.</li> <li>3. To collect first-hand information about tourism service and facilities at the destination.</li> <li>4. To identify challenges and ways to develop tourism at the destination.</li> </ol>		
	5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	2	NA	2
Contact Hours	2		2
Max. Marks: 50			Time: - 3 Hours
Internal Assessment Marks: -15			
End Term Exam Marks: -35			
<b>Part B-Contents of the Course</b>			
<b><u>Instructions for Examiner</u></b>			
	<b>Instructions</b>		<b>Contact hours</b>
	<p>To know how to select a destination to visit followed by preparation of a report on tourism status on visited at a destination and to guide how to appear for Viva-Voce for the same.</p> <ol style="list-style-type: none"> <li>1. A field trip shall be conducted to cover any tourism destination of adjacent areas.</li> <li>2. This is to supplement the learning for Tourism. After completion of field trip the students shall submit a field trip report for about 50 pages.</li> <li>3. The Field Trip Report will be submitted in the form specified as under: <ol style="list-style-type: none"> <li>a. The typing should be done on both sides of the paper (instead of single side printing).</li> <li>b. The font size should be 12 with Times New Roman font.</li> <li>c. The Report may be typed in 1.5 line spacing.</li> <li>d. The paper should be A-4 size.</li> </ol> </li> </ol>		30




	e. Two copies meant for the purpose of evaluation may be bound in paper-and submitted to the approved authority.	
	4. The Viva-Voce examination for the subject shall be conducted by the External Examiner approved by UGHOS/BOS of Department of Tourism & Hotel Management, Kurukshetra University, and Kurukshetra as Per Provisions in the Ordinance of the Course.	
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > Theory <ul style="list-style-type: none"> <li>• Class Participation: -4</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: -4</li> <li>• Mid-Term Exam: -7</li> </ul>		<b>End Term Examination:</b> <b>Viva-Voce of 35 marks by External Examiner</b>
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		

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**Bachelor Tourism and Travel management**

**Semester III**

Session: 2023-24			
Part A - Introduction			
Subject	RELIGIOUS TOURISM		
Semester	III		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-301		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. To familiarize with the basic concepts and terminology of religious tourism</li> <li>2. To gain knowledge of various religious tourism places of Hinduism</li> <li>3. To be able to identify different religious tourism places of Buddhism, Jainism, Sikhism, Islam and Christianity</li> <li>4. To be able to identify various problems and prospects of religious tourism in India</li> <li>5. Applicable for courses having practical component.</li> </ol>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	<b>Major Religions In India</b> Hinduism: Salient features. Buddhism and Jainism: Main Teachings and Philosophy. Islam and Sikhism: Basic features. Meaning and Characteristics of religious tourism.	15
II	<b>Major Religious Tourism Places of Hinduism</b> Four Dham – Badrinath, Rameshwaram, Puri and Dwaraka, Varanasi, Haridwar and Tirupati.	15
III	<b>Major Religious Tourism Places of Buddhism, Jainism, Sikhism, Islam and Christianity</b> Buddhism: Bodh Gaya and Sarnath. Jainism: Mount Abu and Palitana. Sikhism: Amritsar. Islam: Ajmer. Christianity: Goa.	15
IV	<b>Trends and Pattern of Religious Tourism in India</b> Current scenario of Indian religious tourism. Problems and Prospect of religious tourism in India. Strategies to promote religion tourism in India.	15
Suggested Evaluation Methods		
> Internal Assessment: 30 • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.: 10 • Mid-Term Exam: 15		> Theory End Term Examination: 70
<b>Part C-Learning Resources</b>		
Recommended Books/e-resources/LMS: • Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi. • Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co., New Delhi • Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi • Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi • Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols., Oxford University Press, New Delhi.		

Session: 2023-24			
Part A - Introduction			
Subject	HOTEL BUSINESS		
Semester	III		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-302		
CourseType: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. To familiarize with the basic concepts and terminology used in tourism accommodation 2. To gain knowledge of growth and development of hotel industry in India 3. To be able to identify different functions and operations of hotel 4. To be able to work with and for hotel development in tourism 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100 Internal Assessment Marks:30 End Term Exam Marks: 70			Time: 3 Hours
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			

Unit	Topics	Contact hours
I	<b>Introduction to Tourism Accommodation</b> Introduction – Tourism and Accommodation, their relationship, Tourism, Types of Tourist Accommodation; Different basis of categorization of accommodation sector. Main features of different basis of categorization of accommodation sector.	15
II	<b>Origin and Growth of Hotel Sector</b> Growth and development of hotel industry with special reference to India. Role of governing bodies in development of hotel sector in India: Ministry of Tourism, Federation of Hotel and Restaurant Association of India (FHRAI), Hospitality Development And Promotion Board (HDPB). Study of Major hotel chains of India.	15
III	<b>Hotel Operations</b> Hotel accommodation and its various activities. Organization structure and role of various departments of hotel: Front Office, Housekeeping, Food & Beverages (Service & Production), Engineering & Maintenance, Store & Purchase, Human Resources, Sales & Marketing and Accounts	15
IV	<b>Hotel Business and Recent Trends</b> Ownership and forms of hotel ownership. Sole-Proprietorship, Partnership, Joint Stock Company, Referral organizations, Hotel chain, Lease Agreements, Management contracts, Franchise Organizations. Recent development and challenges of hotel industry in India. Future of Hotel industry in India.	15
<b>Suggested Evaluation Methods</b>		
<ul style="list-style-type: none"> <li>➤ <b>Internal Assessment:30</b></li> <li>• <b>Class Participation: 5</b></li> <li>• <b>Seminar/presentation/assignment/quiz/class test etc.: 10</b></li> <li>• <b>Mid-Term Exam:15</b></li> </ul>		<ul style="list-style-type: none"> <li>➤ <b>Theory</b></li> <li><b>End Term Examination:70</b></li> </ul>
<b>Part C-Learning Resources</b>		

Session: 2023-24			
Part A - Introduction			
Subject	Impacts of Tourism		
Semester	III		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-303		
CourseType: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	The students shall be given exposure of the patterns of development in tourism mainly in reference to the developed and developing countries. The study of the positive as well as the negative impacts of tourism becomes essential to understand the benefits and loss of tourism development.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100 Internal Assessment Marks:30 End Term Exam Marks: 70			Time: 3 Hours
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Tourism System - Leiper's Model, Stanley Plog's Model. Present trends in Domestic tourism. Mass tourism; Characteristics and Impacts.		15
II	Economic significance of tourism Economic impacts of tourism (Positive & Negative impacts). Economic Impact Analysis; Multiplier meaning and types.		15

III	<b>Socio-cultural dimensions of tourism</b> Tourism & culture: Fundamentals of Indian Culture (customs and traditions.) Social & cultural Impacts of Tourism (Positive & Negative impacts)	15
IV	<b>Environmental significance of tourism</b> Environment impacts of tourism (Positive & Negative impacts). Environment impact analysis (EIA).	15
Suggested Evaluation Methods		
➤ <b>Internal Assessment: 30</b> • <b>Class Participation: 5</b> • <b>Seminar/presentation/assignment/quiz/class test etc.: 10</b> • <b>Mid-Term Exam: 15</b>		➤ <b>Theory</b> <b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b> Bartelmus, P. (1994). <i>Environment, Growth and Development: The Concepts and Strategies of Sustainability</i> . London, Routledge. Burns, P. and Holden, A. (1995). <i>Tourism: A New Perspective</i> . London, Prentice Hall. Butler, R. W. (1991). Tourism, environment and sustainable development. <i>Environmental Conservation</i> , 18, 201-9. Cater, E. (1994). Introduction. In <i>Ecotourism: A Sustainable Option?</i> (E. Cater and G. Lowman, eds). London, John Wiley and Sons. Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (1998). <i>Tourism: Principles and Practice</i> . London, Longman. Davison, R. (1996). The impacts of tourism. In <i>Tourism Destinations</i> (R. Davison and Maitland, eds), pp. 18-45. London, Hodder and Stoughton Peter Mason, 2009, <i>Tourism Impacts, Planning and Management</i> , Butterworth Publication, NEW YORK		

Session: 2023-24			
Part A - Introduction			
Subject	PRINCIPLES OF MANAGEMENT		
Semester	III		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-304		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ul style="list-style-type: none"> <li>• To orient the students about management practices.</li> <li>• To know student about planning and decision making skills.</li> <li>• To teach students about organizing and staffing functions.</li> <li>• To make the students to know motivation and controlling techniques.</li> </ul>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
			Time: 3 Hours
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours
I	<b>Introduction to Management</b> Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management.		15

II	<b>Planning and Decision Making</b> Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, process of decision making, limitations.	15
III	<b>Organizing and Staffing</b> Organizing- meaning process of organizing, levels of organizing, span of management, forms -line, functional, line & Staff and Committee form of organizations. Delegation of Authority, Decentralization & Centralization	15
IV	<b>Motivation and Controlling</b> Motivation and theories of motivation (Maslow's Need Hierarchy theory and Herzberg's Two Factor theory of motivation). Leadership traits and styles. Communication: process and barriers. Controlling: meaning, process and importance.	15
<b>Suggested Evaluation Methods</b>		
<ul style="list-style-type: none"> <li>➤ <b>Internal Assessment: 30</b></li> <li>• <b>Class Participation: 5</b></li> <li>• <b>Seminar/presentation/assignment/quiz/class test etc.: 10</b></li> <li>• <b>Mid-Term Exam: 15</b></li> </ul>		<ul style="list-style-type: none"> <li>➤ <b>Theory</b></li> <li><b>End Term Examination: 70</b></li> </ul>
<b>Part C-Learning Resources</b>		
<p>Recommended Books/e-resources/LMS:</p> <ul style="list-style-type: none"> <li>• Weirich, Heinz, Mark V. Cannice, and Harold Koontz. "Management: A global and entrepreneurial perspective." New Dehi (2008).</li> <li>• Ghuman, Karminder &amp; K. Aswathappa: Management: Concept, Practice &amp; Case, Tata McGraw -Hill, New Delhi.</li> <li>• Kase , F. L. and Rasonu, J.E. 1985, Organization and Management -A System And Contingency Approach, McGraw Hill Book Company, New York'</li> <li>• Becker, P.E, The Practices of Management, London, 1955.</li> <li>• May, D., The Evolution of Management Thought. Ronald Press, New York, 1972.</li> <li>• Singh. A.N., The Skills of Management, Gover Earnborough, 1980.</li> <li>• Ricks. S., Management of Organization. Macmillan publication. Honkong, 1981.</li> <li>• Y.A., Management, of Organization. McGraw Hill. 1958.</li> <li>• Crompton. Summer and Webber, 1973. Organizational Behavior and The Practices of Management, Scoft, Poresman, Cleneve'</li> <li>• Koontz, Harold, Cyril O'Donnell, and Heinz Weirich. Essentials of management. Vol. 18. New York: McGraw-Hill, 1986.</li> <li>• Sherlekar, S. A. "Marketing Management, Himalaya Publishing House, Mumbai." (1998).</li> <li>• Agarwal R D, Organization and Management</li> <li>• Prasad L M, Principles and Practices of Management , Sultan Chand &amp; Sons</li> </ul>		

**Bachelor Tourism and Travel management**

**Semester IV**

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM MARKETING		
Semester	IV		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-401		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I)	NA		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. To familiarize with the basic concepts of tourism marketing.</li> <li>2. To understand characteristics and challenges of tourism marketing.</li> <li>3. To analyze various facets of marketing as applied to tourism.</li> <li>4. To be able to apply various services marketing strategies to tourism industry.</li> </ol> <p>-----</p> <ol style="list-style-type: none"> <li>5. Applicable for courses having practical component.</li> </ol>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100	Time: 3 Hours		
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics	Contact hours	
I	Basic Concepts of Tourism Marketing Tourism Marketing: Meaning, Nature & Process, Concept of Marketing	15	

	Mix, Developing Marketing Mix for tourism industry. Concept of Tourism Product, New Product Development and Tourism Product Life Cycle.	
II	<b>Characteristics and Challenges of Tourism Marketing.</b> Characteristics of Tourism Product: Intangibility, Perishability, Heterogeneity, Inseparability, Non-ownership. Issues and Challenges related to tourism marketing. Marketing strategies to overcome the challenges and limitations.	15
III	<b>Facets of Tourism Marketing</b> Production, Product, Selling in tourism marketing. Socially Responsible marketing and Green marketing concept in tourism. Tourism Markets and types of tourism markets. Consumer buying behaviour in tourism and factors influencing buying behaviour.	15
IV	<b>Marketing Strategies in Tourism</b> Market segmentation, market positioning, market skimming and market penetration. Pricing Strategies and factors influencing pricing of tourism product. Promotion Mix and its components, various promotional tools used in tourism (Brochures, Events, Movies and Cinema). Distribution system/channel in tourism industry.	15
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:30</b> ✓ <b>Theory</b> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc :10 • Mid-Term Exam:15		<b>End Term Examination:70</b>
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		
<ul style="list-style-type: none"> <li>• Hospitality Marketing Management, Robert D. Reid, Wiley Publications.</li> <li>• Marketing for Hospitality and Tourism , Kotler, P., Bowen, J. F., Makens, J. C., &amp; Baloglu, S., Boston, MA: Pearson Education.</li> <li>• Marketing for Hospitality and Tourism Services, Prasanna Kumar, Tata McGraw Hill Publications.</li> <li>• Services Marketing, Govind Apte, Oxford Publications</li> <li>• Tourism Marketing, Devushish Dasgupta, Pearson India Publications.</li> <li>• Tourism Marketing, Manjula Chaudhary, Oxford Publications.</li> </ul>		

Session: 2023-24			
Part A - Introduction			
COURSE	TOURISM AND TRAVEL MANAGEMENT		
Semester	4 <sup>th</sup>		
Name of the SUBJECT	TOURISM ORGANIZATIONS		
Course Code	B23-TTM-402		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I)	NA		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. To familiarize with the meaning, concept and nature of International Tourism organizations.</li> <li>2. To understand the organization structure and functions of Regional Tourism Organizations.</li> <li>3. To know about of National Tourism Organization and their role.</li> <li>4. To get familiarization with applications of knowledge by professional bodies in tourism.</li> </ol> <p>-----</p> <ol style="list-style-type: none"> <li>5. Applicable for courses having practical component.</li> </ol>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100	Time: 3 Hours		
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
Instructions for Paper- Setter			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	<b>International Tourism Organizations</b> Tourism Organizations: meaning, nature and significance for tourism development. United Nations World Tourism Organization (UNWTO): structure, functions & significance. World Tourism & Travel Council (WTTC): Structure, Committee, Events and Functions.	15
II	<b>Regional Tourism Organizations</b> United Nations Educational, Scientific & Cultural Organization (UNESCO): History, Functions and Role in Promotion of Tourism. Pacific Asia Travel Association (PATA): Membership, Committee and Functions. International Air Transport Association (IATA): structure, membership, functions & significance.	15
III	<b>National Tourism Organization</b> Ministry of Tourism, Government of India: Organizational Structure and Functions. Indian Tourism Development Corporation (ITDC): History, Structure and Functions. Tourism Finance Corporation of India (TFCI): Organizational Structure and Functions.	15
IV	<b>Tourism Business Promotion Organizations &amp; Associations</b> Indian Associations of Tour Operators (IATO). Travel Agents Association of India (TAAI). Travel Agents Association of India (TAAI). Federation of Hotel & Restaurant Associations of India (FHRAI). India Convention Promotion Bureau (ICPB).	15
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment: 30</b> - Theory <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 10</li> <li>• Mid-Term Exam: 15</li> </ul>		<b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b> <ul style="list-style-type: none"> <li>• <a href="http://www.unesco.org">www.unesco.org</a></li> <li>• <a href="http://www.pata.org">www.pata.org</a></li> </ul>		

Session: 2023-24

Part A - Introduction

Subject	SUSTAINABLE TOURISM		
Semester	III		
Name of the Course	BFTM		
Course Code	B23-TMC-103		
Course Type: (CC/MCC/MDC/CC- M/DSEFC/VOC/DSE/PC/AEC/VAC)	CC		
Pre-requisite for the course(if any)	NA		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: To familiarize with the basic knowledge about sustainable tourism related skills.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 70			Time: 3 Hours
Internal Assessment Marks:30			
End Term Exam Marks:70			

Part B-Contents of the Course

Instructions for Paper- Setter

Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carries equal marks. Final theory exam time allowed will be of 3 hours.

Unit	Topics	Contact hours
I	Sustainable Development Components, major issues in understanding sustainable development, Sustainable Tourism meaning, definition, scope, principles of sustainable tourism management.	15
II	Key issues of sustainable tourism development such as Ecotourism, carrying capacity, de-marketing, fair pricing, education, role of industry, Role of public and private sector, community involvement and local control and linkages therein.	15
III	Three dimensions of sustainable tourism i.e. environment, economic life, social aspects. Environment scope of the concept of environment, major potential impacts of tourism on environment, Economic Dimension scope of the concept.	15

and major impacts of tourism on it, Social Dimension scope of the concept of socio-cultural environment and impacts of tourism on socio-cultural issues.

IV Key actor in sustainable tourism: role of public sector, government bodies, local authorities, tourism industry, voluntary organizations, host community, media, and tourists. Sustainable tourism practices in India; Case study of Hamital, Ladakh, Kerala.

15

Suggested Evaluation Methods:

- Internal Assessment: 30
- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 10
- Mid-Term Exam: 15

➤ Theory  
End Term Examination: 70

Part C - Learning Resources

Recommended Books/e-resources/LMS:

1. Swarbooke, J-sustainable Tourism Management-Rawat publication, Jaipur
2. William Theobald-Globa Tourism: The Next Decade-Butterworth Heinemann.
3. <http://www.environment.gov.au/heritage/publications/strategy/pubs/steps.pdf>
4. [http://sanctuaries.noaa.gov/management/international/pdfs/day1\\_concepts\\_manual.pdf](http://sanctuaries.noaa.gov/management/international/pdfs/day1_concepts_manual.pdf)
5. <http://www.unep.fr/shared/publications/pdf/011x0592xpA-Tourismpolicy14.pdf>
6. [http://www.nwhf.no/files/file/culture\\_fulltext.pdf](http://www.nwhf.no/files/file/culture_fulltext.pdf)
7. [http://www.mniforest-alliance.org/tourism/documents/tourism\\_practices\\_guide.pdf](http://www.mniforest-alliance.org/tourism/documents/tourism_practices_guide.pdf)
8. [http://unctad.org/en/Docs/d12etmed20065\\_en.pdf](http://unctad.org/en/Docs/d12etmed20065_en.pdf)
9. [http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg\\_final\\_report\\_en.pdf](http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg_final_report_en.pdf)
10. <http://www.visitcalifornia.com/media/uploads/files/edito-rlcTTC%20sustainable%20Tourism%20handbook.pdf>

3rd

VAC-3

Session: 2025-26			
Part A - Introduction			
Subject	Pilgrimage Tourism in India		
Semester	4th		
Name of the Course	Value Added		
Course Code	B23-TM9-406		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VAC		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: To familiarize with the major tourism resources of India.		
Credits	Theory	Practical	Total
	2	NA	2
Contact Hours	3		3
	Time: 3 Hours		
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Major religions in India: - Hinduism: Salient features - Buddhism & Jainism : Teachings - Islam and Sikhism: Basic features		08
II	Major pilgrimage centre of India - I: Four Dham - Badrinath, Rameshwaram, Puri and Dwaraka.		08
III	Major pilgrimage Centers of India - II: - Buddhism and Jainism: Bodh Gaya, Mount Abu. - Islam, Christianity and Sikhism: Ajmer, Goa and Amritsar.		08

IV	Trends and Patterns in pilgrimage tourism in India Problems of pilgrimage tourism in India. Strategies to promote pilgrimage tourism in India.	08
<b>Suggested Evaluation Methods</b>		
<ul style="list-style-type: none"> <li>➤ Internal Assessment: 15</li> <li>• Class Participation: 04</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 04</li> <li>• Mid-Term Exam: 07</li> </ul>	<ul style="list-style-type: none"> <li>➤ Theory</li> <li>End Term Examination: 35</li> </ul>	
<b>Part C-Learning Resources</b>		
<p>Recommended Books/e-resources/LMS:</p> <ul style="list-style-type: none"> <li>• Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi.</li> <li>• Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co, New Delhi</li> <li>• Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi</li> <li>• Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi •</li> <li>• Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols., Oxford University Press, New Delhi.</li> </ul>		

4<sup>th</sup>VOC 4<sup>th</sup> sem

Session: 2025-26			
Part A – Introduction			
Subject	Guiding and Escorting Skills in Tourism		
Semester	4 <sup>th</sup>		
Name of the Course	Tourism		
Course Code	B23-TM4-404		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC/M		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. To familiarize with the Guiding and escorting skills in tourism. 2. To know about various types of tourism activities required skills.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks: 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours

I	<b>Unit 1 Introduction</b> Introduction of Tourism Meaning, importance and scope of tourism, Terminology of tourism: Tourist, visitor, Excursionist, Destination, Need and importance of a tour guide for tourism sector.	15
II	<b>Unit 2 Requirements for Tourist Guide</b> Basic requirement for a guide, Personnel grooming, Manner; smartness; proper dressing sense, hygiene, pleasing personality, hard working. Etiquettes- how to welcome a visitor, the traditional style of welcoming in north India Knowledge of geography, history art and culture at the place: Latest information about frontier formalities; Passport, Visa, Health certificate and Currency Regulation.	15
III	<b>Unit 3 Guidelines for tourist guide</b> <ul style="list-style-type: none"> <li>Pre tour preparation; Pre tour research about place, monuments and itinerary, timings of flights&amp; railways. Bus and cars arrangement at hotels, airports and railway stations. Reconfirmation of ground arrangement. Group arrival and departure. Welcome at airports/ railway station or hotels. Communication skill; How to make effective communication of a guide: Guiding Scenarios Do's and Don'ts for tour guides.</li> </ul>	15
IV	<b>Unit 4 Adoption of Practices</b> Guiding on walking tours, museum, religious place, archaeological site, nature walks; Case study of Kurukshetra, Chandigarh and Morni Hill.	15
<b>Suggested Evaluation Methods</b>		
<ul style="list-style-type: none"> <li>➤ Internal Assessment:30</li> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 10</li> <li>• Mid-Term Exam:15</li> </ul>		<ul style="list-style-type: none"> <li>➤ Theory</li> <li>End Term Examination:70</li> </ul>
<b>Part C-Learning Resources</b>		
<p>Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.</p> <p>Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold.</p>		

# **Bachelor Tourism and Travel management**

## **Semester V**

**B23-TTM-501 Travel Documentation**

Session: 2023-24			
Part A-Introduction			
Subject	Travel Documentation		
Semester	V		
Name of the Course	Travel Documentation		
Course Code	B23-TTM-501		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A5		
Level of the course (As per Annexure-I)	-----		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	<p><b>Course Learning Outcomes (CLOs)</b> By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li><b>Identify and explain</b> various types of travel documents required for domestic and international travel, including passports, visas, permits, and identification cards.</li> <li><b>Demonstrate knowledge</b> of visa application procedures, entry requirements, and immigration regulations of major travel destinations.</li> <li><b>Interpret travel regulations</b> and documentation requirements relevant to different categories of travelers (tourists, business, diplomatic, etc.).</li> <li><b>Prepare and verify</b> travel documentation accurately for individual and group travel, ensuring compliance with legal and regulatory standards.</li> <li><b>Use technology and online platforms</b> for processing e-visas, travel insurance, and ticketing documentation efficiently.</li> <li><b>Evaluate case studies</b> involving travel documentation issues, such as denied entries, visa fraud, or lost passports, and propose appropriate solutions.</li> <li><b>Apply ethical and professional standards</b> in handling sensitive personal data and documentation in the travel and tourism industry</li> </ol>		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
<b>Max. Marks: 100</b>		<b>Time: 3 Hrs</b>	
<b>Internal Assessment Marks: 30</b>			
<b>End Term Exam Marks: 70</b>			

## Part B-Contents of the Course

### Instructions for Paper- Setter

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition and importance of travel documentation, Role in tourism and travel industry, Overview of types of travelers (domestic vs. international). Passport: types, validity, biometric features, Visa: types (tourist, student, business), application processes, National ID cards (where applicable), Travel permits and special permissions (e.g., restricted areas). Air tickets (paper vs. e-ticket), Boarding passes, Baggage tags, Itinerary/PNR	12
II	IATA regulations, ICAO standards, Schengen regulations, Visa waiver programs and bilateral agreements. Visa requirements by country, Visa application forms and fees, Interview preparation and documentation, Common visa rejection reasons. Vaccination certificates (e.g., Yellow Fever, COVID-19), Travel insurance policies, Medical fitness certificates (for specific travel).	11
III	Arrival/departure cards, Customs declaration forms, Immigration clearance processes. Minors and unaccompanied minors, Senior citizens, Group travelers and tour operators, Pilgrimage travelers (e.g., Hajj/Umrah visas) E-passports and biometric data, Digital visas (e-visa systems), Mobile boarding passes and travel apps.	11
IV	Fake documents: detection and consequences, Document verification tools, Border security protocols. Filling out visa application forms, Interpreting passport pages and visa stamps, Mock interviews and document checks. Recent changes in global travel policies.	11

### Suggested Evaluation Methods

#### Internal Assessment:

##### > Theory

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

##### > Practicum

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

#### End Term Examination:

Internal Assessment Marks:  
30

End Term Exam Marks:  
70

### Part C- Learning Resources

**Recommended Books/e-resources/LMS:**

- Humphreys, C., & Baker, J. (2021). *Holloway's travel and tourism* (11th ed.). London, UK: SAGE Publications.
- Negi, J. (2005). *Travel and tourism management*. New Delhi, India: Gitanjali Publishing House.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2020). *Tourism: Principles and practice* (6th ed.). Harlow, UK: Pearson Education.
- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies* (12th ed.). Hoboken, NJ: Wiley.
- Page, S. J. (2019). *Tourism management* (6th ed.). New York, NY: Routledge.

## B23-TTM-502 Geography of Tourism

Session: 2023-24	
Part A-Introduction	
Subject	Geography of Tourism
Semester	V
Name of the Course	Geography of Tourism
Course Code	B23-TTM-502
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B5
Level of the course (As per Annexure-I)	---
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) -</p> <ol style="list-style-type: none"> <li>1. <b>Explain the spatial patterns of tourism</b> <ul style="list-style-type: none"> <li>○ Identify and interpret the global distribution of tourist destinations and flows.</li> <li>○ Analyze the factors influencing the location of major tourism regions.</li> </ul> </li> <li>2. <b>Demonstrate understanding of physical and cultural geography in tourism</b> <ul style="list-style-type: none"> <li>○ Explain how climate, landforms, and ecosystems impact tourism activities.</li> <li>○ Describe the cultural, historical, and economic features of key tourism destinations.</li> </ul> </li> <li>3. <b>Analyze the interrelationship between geography and tourism development</b> <ul style="list-style-type: none"> <li>○ Assess how geographical features contribute to the attractiveness and sustainability of tourism destinations.</li> <li>○ Evaluate the environmental, economic, and social impacts of tourism in various geographic contexts.</li> </ul> </li> <li>4. <b>Apply geographic tools and techniques in tourism planning</b> <ul style="list-style-type: none"> <li>○ Use maps, GIS, and other spatial tools to study and plan tourism activities.</li> <li>○ Interpret tourist maps and develop itineraries based on geographic information.</li> </ul> </li> <li>5. <b>Evaluate sustainable tourism practices in different regions across different geographic settings</b> <ul style="list-style-type: none"> <li>○ Examine case studies of sustainable tourism models across different geographic settings.</li> <li>○ Propose strategies to minimize tourism's negative impacts on the environment and local cultures.</li> </ul> </li> <li>6. <b>Communicate geographic concepts related to tourism effectively</b> <ul style="list-style-type: none"> <li>○ Present informed arguments using geographic</li> </ul> </li> </ol>

*P. S.*

	<ul style="list-style-type: none"> <li>terminology and data.</li> <li>o Create written, visual, or oral presentations related to tourism geography topics</li> </ul>
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Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4

Max. Marks: 100  
 Internal Assessment Marks: 30  
 End Term Exam Marks: 70

Time: 3 Hours

**Part B-Contents of the Course**

**Instructions for Paper- Setter**

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Brief introduction of continents & oceans. Map reading. Greenwich Mean Time. International Date Line. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones.	12
II	Asia: General geographical features; physiography, climate, vegetation main countries, capitals & their tourist attractions. A Case study of Japan, Singapore, Sri Lanka, Saudi Arabia.	11
III	Europe: General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Spain	11
IV	Other countries: General geographical features of given countries with information about physiography, Climate, Vegetation & tourist attractions of USA (only 5 Places) South Africa, Australia	11

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**Suggested Evaluation Methods**

**Internal Assessment:**

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 10
- Mid-Term Exam: 15

**End Term Examination:**

Internal Assessment  
Marks: 30

End Term Exam  
Marks: 70

**Part C- Learning Resources**

**Recommended Books/e-resources/LMS:**

Boniface, B., & Cooper, C. (2009). *Worldwide destinations: The geography of travel and tourism* (5th ed.). Elsevier Butterworth-Heinemann.

Hall, C. M. (2008). *Tourism planning: Policies, processes and relationships* (2nd ed.). Pearson Education.

Robinson, M., & Boniface, P. (Eds.). (1999). *Tourism: The cultural heritage experience*. Channel View Publications.

Lew, A. A., Hall, C. M., & Timothy, D. J. (2008). *World geography of travel and tourism: A regional approach*. Elsevier.

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Session: 2023-24	
Part A- Introduction	
Subject	Airlines Management and Ticketing
Semester	V
Name of the Course	Airlines Management and Ticketing
Course Code	B23-TTM-503
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C5
Level of the course (As per Annexure-I)	----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) -</p> <ol style="list-style-type: none"> <li>1. <b>Understand the structure and operations of the airline industry</b> <ul style="list-style-type: none"> <li>o Describe the roles of different types of airlines (e.g., full-service, low-cost, charter).</li> <li>o Explain key airline operations including scheduling, fleet management, and route planning.</li> </ul> </li> <li>2. <b>Demonstrate knowledge of airline ticketing systems and procedures</b> <ul style="list-style-type: none"> <li>o Identify types of airline tickets (e.g., refundable, non-refundable, one-way, round-trip).</li> <li>o Explain fare rules, ticket classes (e.g., economy, business, first class), and global fare structures.</li> </ul> </li> <li>3. <b>Use Global Distribution Systems (GDS) for ticketing and reservations</b> <ul style="list-style-type: none"> <li>o Operate basic functions of major GDS platforms (e.g., Amadeus, Sabre, Galileo).</li> <li>o Perform tasks such as flight booking, fare searches, itinerary creation, and e-ticketing.</li> </ul> </li> <li>4. <b>Apply International Air Transport Association (IATA) codes and regulations</b> <ul style="list-style-type: none"> <li>o Interpret airline and airport codes, country codes, and city codes.</li> <li>o Understand IATA rules regarding baggage allowance, taxes, commissions, and refunds.</li> </ul> </li> <li>5. <b>Understand pricing strategies and fare calculations</b> <ul style="list-style-type: none"> <li>o Perform fare construction and use mileage systems (e.g., NUC, MPM).</li> <li>o Apply currency conversion and tax calculations relevant to international airfares.</li> </ul> </li> <li>6. <b>Demonstrate customer service and communication skills in</b></li> </ol>

	<b>airline ticketing</b> <ul style="list-style-type: none"> <li>o Handle client inquiries and resolve common ticketing problems.</li> <li>o Communicate travel options and policies effectively to customers.</li> </ul> <b>7. Evaluate the role of ticketing in airline revenue management and travel agencies</b> <ul style="list-style-type: none"> <li>o Analyze how ticketing affects airline profitability and customer satisfaction.</li> <li>o Understand the relationship between airlines, travel agents, and consolidators.</li> <li>o Propose strategies to minimize tourism's negative impacts on the environment and local cultures.</li> </ul>		
Credits	Theory	Practical	Total
	3	1	3
Contact Hours	5	02	5
<b>Max. Marks: 100</b>		<b>Time: 3 Hrs</b>	
<b>Internal Assessment Marks: 20(T) + 10(P) = 30</b>			
<b>End Term Exam Marks: 50(T) + 20(P) = 70</b>			
<b>Part B-Contents of the Course</b>			
<b><u>Instructions for Paper- Setter</u></b>			
Total number of questions set will be <b>Nine</b> . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
<b>Unit</b>	<b>Topics</b>		<b>Contact hours</b>
I	History and evolution of the airline industry, Role of airlines in the travel and tourism industry, Types of airlines: scheduled, charter, low-cost carriers, Overview of international aviation organizations (IATA, ICAO, DGCA)		12
II	Structure of an airline organization, Functions of various departments: operations, sales, marketing, ground handling, Fleet planning and aircraft types, Airline alliances and code-sharing Airport facilities and terminal layout, Passenger handling services, Baggage handling, check-in, and boarding procedures, Ground support equipment and services		11
III	Basics of airline reservation systems (e.g., GDS: Amadeus, Sabre, Galileo, etc.), Itinerary planning and routing, PNR (Passenger Name Record) creation and management, Types of fares: one-way, round-trip, circle trip, open jaw Practice in GDS software (Amadeus/Sabre/Galileo/Any other compatible software), Mock reservation and ticketing exercises		11

IV	Fare construction rules and terminology, Fare types and ticketing classes (Y, J, F, etc.), Reading and interpreting airline tickets (manual and e-tickets), Understanding published fares and taxes (YQ, YR, etc.), Fuel surcharges, service fees, airport taxes; Refunds, rebooking, and cancellation procedures Passenger service excellence, Handling special passengers (unaccompanied minors, disabled passengers), Handling flight delays, cancellations, and disruptions	11
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li> <li>• Mid-Term Exam: 10</li> </ul> > <b>Practicum</b> <ul style="list-style-type: none"> <li>• Class Participation: NA</li> <li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul>		<b>End Term Examination:</b>  Internal Assessment Marks: <b>20(T) + 10(P) = 30</b>  End Term Exam Marks: <b>50(T) + 20(P) = 70</b>
<b>Part C- Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>  Boniface, B., & Cooper, C. (2009). <i>Worldwide destinations: The geography of travel and tourism</i> (5th ed.). Elsevier Butterworth-Heinemann. Hall, C. M. (2008). <i>Tourism planning: Policies, processes and relationships</i> (2nd ed.). Pearson Education. Robinson, M., & Boniface, P. (Eds.). (1999). <i>Tourism: The cultural heritage experience</i> . Channel View Publications. Lew, A. A., Hall, C. M., & Timothy, D. J. (2008). <i>World geography of travel and tourism: A regional approach</i> . Elsevier.		

Session: 2023-24	
Part A-Introduction	
Subject	Eco Tourism
Semester	V
Name of the Course	Eco Tourism
Course Code	B23-TTM-504
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-VOC M5
Level of the course (As per Annexure-I)	----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) - Eco Tourism</p> <ol style="list-style-type: none"> <li>1. <b>Understand the concept and principles of eco-tourism</b> <ul style="list-style-type: none"> <li>○ Define eco-tourism and differentiate it from other forms of tourism.</li> <li>○ Explain the principles of sustainability, conservation, and responsible travel.</li> </ul> </li> <li>2. <b>Analyze the environmental, social, and economic impacts of eco-tourism</b> <ul style="list-style-type: none"> <li>○ Assess both positive and negative effects on ecosystems and local communities.</li> <li>○ Identify strategies to minimize adverse impacts and maximize benefits.</li> </ul> </li> <li>3. <b>Identify key eco-tourism destinations and attractions</b> <ul style="list-style-type: none"> <li>○ Explore important natural sites, protected areas, and biodiversity hotspots.</li> <li>○ Understand the role of national parks, wildlife reserves, and community-based tourism initiatives.</li> </ul> </li> <li>4. <b>Evaluate the role of local communities in eco-tourism development</b> <ul style="list-style-type: none"> <li>○ Promote community involvement and benefit-sharing in eco-tourism projects.</li> <li>○ Recognize cultural sensitivity and indigenous knowledge in tourism planning.</li> </ul> </li> <li>5. <b>Develop sustainable eco-tourism products and experiences</b> <ul style="list-style-type: none"> <li>○ Design eco-friendly tours, activities, and services that align with conservation goals.</li> <li>○ Incorporate educational and interpretative elements for tourists.</li> </ul> </li> <li>6. <b>Apply marketing and management strategies for eco-tourism</b></li> </ol>

	<ul style="list-style-type: none"> <li>o Utilize responsible marketing approaches that attract environmentally conscious travelers.</li> <li>o Manage eco-tourism operations with a focus on sustainability and quality service.</li> </ul> <p>7. <b>Understand policies, regulations, and certification in eco-tourism</b></p> <ul style="list-style-type: none"> <li>o Identify international guidelines, eco-labels, and best practices.</li> <li>o Analyze the role of government and NGOs in promoting eco-tourism.</li> </ul> <p>8. <b>Promote awareness and education about environmental conservation</b></p> <ul style="list-style-type: none"> <li>o Foster tourists' understanding of ecological issues and responsible behavior.</li> <li>o Encourage advocacy for environmental protection through tourism.</li> <li>o Apply currency conversion and tax calculations relevant to international airfares.</li> </ul>
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Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4

**Time: 3 Hrs**

**Max. Marks: 100**  
**Internal Assessment Marks: = 30**  
**End Term Exam Marks: = 70**

**Part B-Contents of the Course**

**Instructions for Paper- Setter**

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition and scope of ecotourism, History and evolution of ecotourism, Principles and objectives of ecotourism, Difference between ecotourism, sustainable tourism, and nature tourism Natural attractions: forests, wetlands, mountains, marine areas; Cultural aspects: indigenous communities, traditions, heritage; Ecotourism infrastructure and services	12
II	Basic concepts of ecology and biodiversity, Ecosystem services and their relevance to ecotourism, Conservation and resource management, Human impact on the environment. Ecotourism destination planning and zoning, Carrying capacity and visitor management, Community involvement in ecotourism, Role of local, national, and	11

	international agencies	
III	Sustainable development goals (SDGs) and tourism, Economic, environmental, and socio-cultural sustainability, Green practices in tourism operations, Certification and eco-labeling (e.g., Green Globe, Earth Check)	11
IV	National and international ecotourism policies, Role of government and NGOs, Laws and regulations for protected areas and wildlife tourism, Guidelines by UNEP, WTO, and IUCN Target markets and eco-tourist profiles, Promotion strategies: digital, community-based, eco-branding, Role of interpretation and storytelling, Eco-tourism products and packaging Positive and negative impacts on environment, economy, and society.	11

**Suggested Evaluation Methods**

**Internal Assessment:**

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

➤ **Practicum**

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

**End Term Examination:**

Internal Assessment Marks:  
= 30

End Term Exam Marks:  
= 70

**Part C- Learning Resources**

**Recommended Books/e-resources/LMS:**

*Fennell, D. A. (2020). Ecotourism (5th ed.). Routledge.*  
*Weaver, D. (2001). The Encyclopedia of Ecotourism. CABI Publishing.*  
*Honey, M. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? Island Press.*  
*Das, M., & Chatterjee, B. (2015). Ecotourism: Principles, Practices and Policies. New Delhi: Random Publications.*

**BTTM 6<sup>th</sup> SEM Syllabus  
Session 2025-26**

Session:2025-26			
Part-Introduction			
Subject	Bachelor of Tourism and Travel Management		
Semester	VI		
Name of the Course	ACCOUNTING FOR TOURISM		
Course Code	B23-TTM-603		
Course Type:(CC/M CC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A6		
Level of the course (As per Annexure-I)			
Pre-Requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: ----- 1. To familiarize the meaning, objectives, significance of accounting. 2. To explain the concept of accounting equation. 3. To develop the understanding of preparation of trading profit and loss account and balance sheet. 4. To apply financial ratios using information from financial statements.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
<b>Max Marks:100</b>	<b>Time:3Hours</b>		
<b>Internal Assessment Marks:30</b>			
<b>End Term Exam Marks:70</b>			
Part B-Contents of the Course			
<u>Instructions for Paper-Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			

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

<b>Part A-Introduction</b>	
Subject	<b>Tourism Planning</b>
Semester	<b>VI</b>
Name of the Course	<b>Tourism Planning</b>
Course Code	<b>B23-TTM-602</b>
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B6</b>
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	<b>NA</b>
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) –</p> <ol style="list-style-type: none"> <li>1. <b>Understand the principles and importance of tourism planning</b> <ul style="list-style-type: none"> <li>○ Explain the purpose and benefits of tourism planning at local, regional, and national levels.</li> <li>○ Discuss the relationship between tourism planning and sustainable development.</li> </ul> </li> <li>2. <b>Identify the key stakeholders and components involved in tourism planning</b> <ul style="list-style-type: none"> <li>○ Describe the roles of governments, private sector, communities, and NGOs in the planning process.</li> <li>○ Understand the integration of environmental, social, and economic factors in tourism development.</li> </ul> </li> <li>3. <b>Analyze tourism planning models and approaches</b> <ul style="list-style-type: none"> <li>○ Compare different planning models (e.g., boosterism, sustainability, integrated planning).</li> <li>○ Evaluate their application in various tourism destinations and contexts.</li> </ul> </li> <li>4. <b>Apply the tourism planning process to real-world scenarios</b> <ul style="list-style-type: none"> <li>○ Conduct situation analysis using tools like SWOT, PESTEL, and carrying capacity assessment.</li> <li>○ Propose strategic tourism development plans for destinations, including goals, actions, and timelines.</li> </ul> </li> <li>5. <b>Assess the impact of tourism on destination development</b> <ul style="list-style-type: none"> <li>○ Examine the social, cultural, economic, and environmental impacts of tourism.</li> <li>○ Recommend strategies to mitigate negative impacts and enhance positive outcomes.</li> </ul> </li> <li>6. <b>Utilize spatial and policy tools in tourism planning</b> <ul style="list-style-type: none"> <li>○ Interpret land-use plans, zoning regulations, and infrastructure development for tourism.</li> <li>○ Use maps, GIS, and tourism data in the planning and decision-making process.</li> </ul> </li> <li>7. <b>Evaluate tourism policies and governance structures</b></li> </ol>

	<ul style="list-style-type: none"> <li>o Analyze national and regional tourism policies and their implications for planning.</li> <li>o Discuss how policy frameworks influence investment, marketing, and community involvement.</li> </ul>
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Credits	Theory	Practical	Total
	3	01	03
Contact Hours	3	02	05

Max. Marks: 100 Time: 3 Hrs  
 Internal Assessment Marks: = 20(T) + 10(P) = 30  
 End Term Exam Marks: = 50(T) + 20(P) = 70

**Part B-Contents of the Course**

**Instructions for Paper- Setter**

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition, objectives, and significance of tourism planning, Types and levels of planning: national, regional, local, site-specific, Evolution and approaches to tourism planning, Stakeholders in tourism planning: government, private sector, community, NGOs.  Components of the tourism system, Tourism area life cycle (TALC) model, The planning process: survey, analysis, plan formulation, implementation, monitoring; SWOT and PESTLE analysis in tourism planning.	12
II	Tourism policies: formulation and evaluation, Role of international organizations: UNWTO, WTTC, UNESCO; National and regional tourism bodies, Tourism legislation and regulatory frameworks.  National tourism planning, Regional and destination-level planning, Urban and rural tourism planning, Integrated and strategic tourism planning	11

III	<p>Principles of sustainable tourism development, Community-based tourism and participatory planning, Environmental impact assessment (EIA), Carrying capacity analysis and limits of acceptable change (LAC)</p> <p>Site selection and destination development, Land use planning for tourism, Infrastructure and superstructure planning, Design of tourism zones and circuits</p> <p>Economic impacts and cost-benefit analysis, Social and cultural impacts of tourism development, Role of tourism in poverty alleviation and local development, Heritage conservation and tourism.</p>	11
IV	<p>Risk assessment in tourism development, Planning for disasters and crises (natural, political, health), Resilience and recovery strategies for destinations</p> <p>Plan implementation tools and techniques, Monitoring indicators and performance evaluation, Feedback mechanisms and adaptive planning, Use of GIS and digital tools in tourism planning</p>	11

**Suggested Evaluation Methods**

**Internal Assessment:**

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

➤ **Practicum**

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

**End Term Examination:**

Internal Assessment Mark :  
= 20(T) + 10(P) = 30

End Term Exam Marks:  
= 50(T) + 20(P) = 70

**Part C- Learning Resources**

**Recommended Books/e-resources/LMS:**

- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases* (4th ed.). Routledge.
- Hall, C. M. (2008). *Tourism planning: Policies, processes and relationships* (2nd ed.). Pearson.
- Inskip, E. (1991). *Tourism planning: An integrated and sustainable development approach*. Van Nostrand Reinhold.
- Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies* (12th ed.). Wiley.

Session:2024-25			
Part-Introduction			
Subject	HUMAN RESOURCE MANAGEMENT IN TOURISM		
Semester	VI		
NameoftheCourse	HUMAN RESOURCE MANAGEMENT IN TOURISM		
Course Code	B23-TTM-601		
Course Type:(CC/M CC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C6		
Level of the course (As per Annexure-I)			
Pre-Requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <p>-----</p> <ol style="list-style-type: none"> <li>1. To understand and apply Human resource management in Tourism industry</li> <li>2. To enhance the ability to recruit and select candidate in tourism industry</li> <li>3. Add to the Ability to design job description</li> <li>4. Apply the knowledge to appraise the performance of employees</li> </ol>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max.Marks:100		Time:3Hours	
InternalAssessmentMarks:30			
EndTermExamMarks:70			
Part B -Contents of the Course			
<u>InstructionsforPaper-Setter</u>			
<p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting on question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

*[Handwritten signature]*

I	<b>Introduction of Human Resource</b> Human Resource- Concept, meaning and definition; Importance of HR in tourism industry; Concept of employee life cycle; approaches to managing HRs in hotels: emerging role of HR manager in tourism sector.	15
II	<b>Human Resources planning</b> Human Resource planning- meaning, process, factors and need for HRs planning; Job analysis- meaning, types, proposes and uses; job description of major positions in a travel agency and tour operation.	15
III	<b>Acquisition of Human Resources</b> Recruitment -meaning, process, methods of Recruitment in tourism industry; Selection procedure-essentials and steps in selection process; Interview- meaning, and types. Employee promotion, transfer and separation- meaning, purpose, and types	15
IV	<b>Maintenance of Human Resources</b> Employee Training and development- need, importance, and methods of in tourism industry. Performance appraisal- need & importance and techniques.	15

**Suggested Evaluation Methods**

**Internal Assessment: 30**

> Theory

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 10
- Mid-Term Exam: 15

**End Term Examination: 70**

**Part C-Learning Resources**

**Recommended Books/e-resources/LMS:**

- Aswath Appa, K, (2008) Human resource Management, The McGraw-Hill publications, New Delhi.
- Ian Beardwell and Len Holden, (2000) Human Resource Management, Macmillan.
- Robbins. (2000), the Management of Human resources, Prentice-hall, new Delhi.
- Indian journal of industrial relations.
- Employee Relation-International Journal (special issue on people management in India and sub-continent), 2007.
- Subramanian, K.N. (2000) Wages in India, Tata McGraw -Hill Publication New Delhi.
- C.bMamoria (1999), Management of Human Resources, Himalaya publication, New Delhi.
- Mohinder C. (2006) Travel Agency Management-An Introductory Text, 2006 2nd revised edition. Anmol Publication Pvt. Ltd., New Delhi,
- Tripathi, P.C. (2006), Human Resources Management, Vikas Publications, Delhi.
- Hoque, K. (2000b), 'Human Resource management in Hotel Industry: Strategy, Innovations and Performance', London: Routledge.
- Woods, R.H. (1992). Managing Hospitality Human Resources, Michigan: Educational Institute of the American Hotel and Motel Association.

*Ames*

**B23-TTM-604 Tourism Economics**

Session: 2023-24	
Part A – Introduction	
Subject	Tourism Economics
Semester	VI
Name of the Course	Tourism Economics
Course Code	B23-TTM-604
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M6
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) – Tourism Economics</p> <ol style="list-style-type: none"> <li>1. <b>Understand key economic concepts and their application to tourism</b> <ul style="list-style-type: none"> <li>○ Define basic economic terms (e.g., demand, supply, elasticity, opportunity cost) in the context of tourism.</li> <li>○ Explain how economic theories apply to tourism markets and decision-making.</li> </ul> </li> <li>2. <b>Analyze the economic impacts of tourism at local, national, and global levels</b> <ul style="list-style-type: none"> <li>○ Evaluate the contribution of tourism to GDP, employment, investment, and foreign exchange earnings.</li> <li>○ Assess the multiplier effect of tourism on the economy.</li> </ul> </li> <li>3. <b>Examine tourism demand and supply factors</b> <ul style="list-style-type: none"> <li>○ Identify determinants of tourism demand (e.g., income, prices, preferences, marketing).</li> <li>○ Analyze the characteristics of tourism supply (e.g., seasonality, perishability, infrastructure constraints).</li> </ul> </li> <li>4. <b>Evaluate the role of government in tourism economics</b> <ul style="list-style-type: none"> <li>○ Discuss government policies, taxation, subsidies, and incentives related to tourism.</li> <li>○ Understand the economic rationale for government intervention in tourism development.</li> </ul> </li> <li>5. <b>Use economic tools to assess tourism development and planning</b> <ul style="list-style-type: none"> <li>○ Apply cost-benefit analysis, input-output models, and tourism satellite accounts (TSA).</li> <li>○ Interpret tourism-related economic data and indicators.</li> </ul> </li> <li>6. <b>Explore the relationship between tourism and sustainable economic development</b></li> </ol>

	<ul style="list-style-type: none"> <li>o Discuss the trade-offs between economic growth and environmental or social sustainability.</li> <li>o Recommend policies that promote inclusive and sustainable tourism.</li> </ul> <p><b>7. Understand pricing and revenue management in the tourism industry</b></p> <ul style="list-style-type: none"> <li>o Analyze how pricing strategies affect consumer behavior and business revenue.</li> <li>o Explore concepts of price discrimination, yield management, and dynamic pricing in tourism.</li> </ul> <p><b>8. Evaluate the impact of global economic trends on tourism</b></p> <ul style="list-style-type: none"> <li>o Assess how inflation, exchange rates, recession, and globalization influence tourism flows.</li> <li>o Examine the economic resilience and vulnerability of tourism destinations.</li> </ul>
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Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
<b>Max. Marks: 100</b>	<b>Time: 3 Hrs</b>		
<b>Internal Assessment Marks: = 30</b>			
<b>End Term Exam Marks: = 70</b>			

**Part B-Contents of the Course**

**Instructions for Paper- Setter**

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition and scope of tourism economics, Importance of tourism in the economy, Characteristics of tourism as an economic activity, Interdisciplinary nature: tourism and economic theory  Concepts of tourism demand and consumption, Determinants of tourism demand: income, prices, preferences, accessibility; Measurement of tourism demand: arrivals, receipts, expenditures; Elasticity of demand in tourism, Forecasting tourism demand	12
II	Tourism supply: characteristics and challenges, Components: attractions, transportation, accommodation, services; Constraints in tourism supply, Seasonality and capacity planning Pricing strategies in tourism and hospitality, Price discrimination and yield management, Dynamic pricing in airlines and hotels, Cost-based, demand-based, and competition-based pricing	12

III	<p>Tourism as a tool for economic growth, Tourism in developing vs. developed countries, Role of tourism in regional development, Poverty alleviation through tourism</p> <p>Public and private sector roles in tourism economics, Investment in tourism infrastructure, Taxation and subsidies in the tourism sector, Tourism satellite accounts (TSA)</p>	11
IV	<p>Tourism as an invisible export, Balance of payments and tourism receipts, International tourism organizations and their economic role (UNWTO, WTTC, IMF), Exchange rates and their effect on tourism</p> <p>Economic sustainability in tourism, Leakage and linkages in tourism, Community-based tourism and inclusive economic models, Responsible investment in tourism</p>	11

**Suggested Evaluation Methods**

**Internal Assessment:**

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

➤ **Practicum**

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

**End Term Examination:**

Internal Assessment Marks:  
= 30

End Term Exam Marks:  
= 70

**Part C- Learning Resources**

**Recommended Books/e-resources/LMS:**

Sinclair, M. T., & Stabler, M. (1997). *The economics of tourism*. Routledge.  
 Tribe, J. (2015). *The economics of recreation, leisure and tourism* (4th ed.). Routledge.  
 Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). *Tourism: Principles and practice*. Pearson.  
 Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and practice* (4th ed.). Pearson Education.

**B23-TTM-605 Computer Applications in Tourism**

Session: 2023-24	
Part A- Introduction	
Subject	Computer Applications in Tourism
Semester	VI
Name of the Course	Computer Applications in Tourism
Course Code	B-23-TM9-605
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M7 VOC
Level of the course (As per Annexure-I)	----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) –</p> <ol style="list-style-type: none"> <li>1. <b>Understand the role of information technology in the tourism industry</b> <ul style="list-style-type: none"> <li>○ Explain the importance of computer applications in enhancing efficiency and service quality.</li> <li>○ Describe how technology supports travel planning, booking, customer service, and destination management.</li> </ul> </li> <li>2. <b>Demonstrate basic computer and software skills relevant to tourism</b> <ul style="list-style-type: none"> <li>○ Operate essential office software (e.g., MS Word, Excel, PowerPoint) for tourism-related tasks.</li> <li>○ Use spreadsheet tools for budgeting, itinerary creation, and data analysis.</li> </ul> </li> <li>3. <b>Use Global Distribution Systems (GDS) and Computer Reservation Systems (CRS)</b> <ul style="list-style-type: none"> <li>○ Understand the structure and functionality of systems like Amadeus, Galileo, or Sabre.</li> <li>○ Perform basic tasks such as searching flights, making reservations, and issuing e-tickets.</li> </ul> </li> <li>4. <b>Apply internet and e-commerce tools in tourism operations</b> <ul style="list-style-type: none"> <li>○ Use online booking engines, travel portals, and mobile apps for travel and tourism services.</li> <li>○ Evaluate the role of digital marketing and online customer engagement in tourism.</li> </ul> </li> <li>5. <b>Manage and analyze tourism data using computer applications</b> <ul style="list-style-type: none"> <li>○ Input, process, and interpret data for decision-making in tourism businesses.</li> <li>○ Create reports and presentations using data visualization tools.</li> </ul> </li> </ol>

6. **Understand the role of social media and digital platforms in tourism promotion**
  - Identify strategies for using social media to promote destinations and services.
  - Analyze customer feedback and online reviews for improving tourism experiences.
7. **Ensure ethical use of technology and data in tourism**
  - Recognize data privacy and cybersecurity issues in online tourism transactions.
  - Apply responsible practices in using customer information and digital content.
8. **Adapt to emerging technologies in tourism**
  - Identify trends such as virtual tours, AI-powered chatbots, and blockchain in tourism.
  - Evaluate the potential of smart tourism technologies and digital transformation..

Credits	Theory	Practical	Total
	2	2	4
Contact Hours	2	4	6

**Time: 3 Hrs**

**Max. Marks: 100**

**Internal Assessment Marks: = 15(T) + 15(P) = 30**

**End Term Exam Marks: = 35(T) + 35(P) = 70**

**Part B-Contents of the Course**

**Instructions for Paper- Setter**

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Basics of computer systems: hardware and software, Types of software: system software, application software, Role of computers in tourism and travel management  <b>Word Processing (MS Word / Google Docs)</b> , Creating itineraries, travel documents, and reports  <b>Spreadsheet Software (MS Excel / Google Sheets)</b> , Budgeting, cost estimation, and data analysis in tourism	12
II	<b>Presentation Software (MS PowerPoint / Google Slides)</b> , Preparing presentations for tour packages and marketing	11

	Email and online communication tools  Use of the internet for travel research and bookings, Travel websites, review platforms, and meta-search engines, Online travel agencies (OTAs): MakeMyTrip, Expedia, Booking.com, Role of web browsing, search engines, and web content	
III	Introduction to GDS: Amadeus, Galileo, Sabre; Basic functions: flight search, seat availability, fare display; Booking and issuing tickets using GDS, PNR generation and itinerary creation (theory and/or practical demo)  Concept and importance of CRS in tourism and hospitality, Features of CRS for airlines, railways, hotels, and car rentals, Introduction to CRS software used by travel agents and tour operators  Definition and scope of e-tourism, Applications of ICT (Information and Communication Technology) in tourism, E-ticketing and mobile applications in tourism services, Digital travel documents and QR codes	11
IV	Use of Facebook, Instagram, YouTube, Twitter, and LinkedIn; Digital campaigns and promotions for destinations; Blogging, vlogging, and user-generated content, Online reviews and reputation management  Basics of data entry, data sorting, and filtering, Introduction to database software (e.g., MS Access, MySQL - theoretical level), Role of MIS (Management Information Systems) in tourism businesses, CRM systems in travel and hospitality  Artificial Intelligence (AI), Chatbots, Virtual Tours (VR/AR); Mobile applications and location-based services, Smart tourism and IoT (Internet of Things), Blockchain and cybersecurity concerns in tourism technology	11
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li> <li>• Mid-Term Exam: 10</li> </ul> > <b>Practicum</b> <ul style="list-style-type: none"> <li>• Class Participation: NA</li> <li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul>		<b>End Term Examination:</b>  Internal Assessment Marks: = 15(T) + 15(P) = 30  End Term Exam Marks: = 35(T) + 35(P) = 70
<b>Part C- Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b> Buhalis, D. (2003). <i>eTourism: Information technology for strategic tourism management</i> . Pearson. Sir, R. (2011). <i>Introduction to information technology</i> . Pearson Education India. Minnaert, L. (2012). <i>Tourism management and digital transformation</i> . Routledge. IATA. (Various). <i>Foundation in Travel and Tourism with GDS Training Manual</i> . IATA Publications.		

Session: 2023-24			
Part A- Introduction			
Subject	Event Management		
Semester	VII		
Name of the Course	Event Management		
Course Code	B23-TTM-605 701		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-III		
Level of the course (As per Annexure-I)	-----		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes (CLO):	<ol style="list-style-type: none"> <li>1. <b>Understand Event Planning Principles</b> <ul style="list-style-type: none"> <li>• Identify and apply the key stages of planning and executing various types of events (corporate, social, cultural, sports, etc.).</li> </ul> </li> <li>2. <b>Develop Event Concepts and Themes</b> <ul style="list-style-type: none"> <li>• Create unique and compelling event concepts aligned with client or organizational goals.</li> </ul> </li> <li>3. <b>Budgeting and Financial Management</b> <ul style="list-style-type: none"> <li>• Prepare, manage, and monitor budgets for events, including cost estimation, sponsorship, and revenue generation.</li> </ul> </li> <li>4. <b>Venue and Logistics Management</b> <ul style="list-style-type: none"> <li>• Select appropriate venues, manage logistics, equipment, transportation, and other operational requirements.</li> </ul> </li> <li>5. <b>Marketing and Promotion Strategies</b> <ul style="list-style-type: none"> <li>• Design and implement effective event marketing and communication plans using traditional and digital platforms.</li> </ul> </li> </ol>		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
Max. Marks: 100		Time: 3 Hrs	
Internal Assessment Marks: = 30			
End Term Exam Marks: 70			
Part B-Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be <b>Nine</b> . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10			

marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition and scope of events, History and evolution of the event industry, Types of events; corporate, social, cultural, sports, educational; Role of event managers Concept and theme development, Event proposal and approval process, Event goals and objectives, Scheduling and timelines	12
II	Market research and target audience, Branding and positioning of events, Advertising, PR, and digital promotion; Sponsorship and partnerships Preparing a budget, Revenue generation; ticketing, sponsorships, donations; Expense tracking, Financial control and reporting	11
III	Venue selection and layout planning, Catering, transportation, and accommodation, Audio-visual and technical requirements, On-site management Identifying and assessing risks, Safety and security measures, Insurance and liability, Licenses and permits	11
IV	Sustainable and Green Levels, Virtual and Hybrid Events, Use of Technology and Event Management Software, Career Paths and Industry Trends	11

#### Suggested Evaluation Methods

##### Internal Assessment:

##### > Theory

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

##### > Practicum

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

##### End Term Examination:

Internal Assessment Marks:  
= 30

End Term Exam Marks:  
= 70

#### Part C- Learning Resources

##### Recommended Books/e-resources/LMS:

- Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Festival and special event management* (5th ed.). Wiley.
- Tum, J., Norton, P., & Wright, J. N. (2006). *Management of event operations*. Routledge.
- Getz, D. (2012). *Event studies: Theory, research and policy for planned events* (2nd ed.). Routledge.
- Bowdin, G. A. J., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Events management* (3rd ed.). Routledge.

**B23-TTM-702 Tourism Technology**

Session: 2023-24	
Part A-Introduction	
Subject	<b>Tourism Technology</b>
Semester	<b>VII</b>
Name of the Course	<b>Tourism Technology</b>
Course Code	<b>B23-TTM-702</b>
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-II2
Level of the course (As per Annexure-I)	----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) - Tourism Technology</p> <ol style="list-style-type: none"> <li>1. <b>Understand the role of technology in the tourism industry</b> <ul style="list-style-type: none"> <li>o Explain how digital technologies support tourism operations, marketing, and customer service.</li> <li>o Identify key technological trends and innovations shaping modern tourism.</li> </ul> </li> <li>2. <b>Analyze the impact of information and communication technologies (ICT) on tourism</b> <ul style="list-style-type: none"> <li>o Evaluate how ICT has transformed tourism planning, booking, and destination management.</li> <li>o Assess the influence of digital connectivity on tourist behavior and expectations.</li> </ul> </li> <li>3. <b>Demonstrate the use of digital tools and platforms in tourism</b> <ul style="list-style-type: none"> <li>o Use online booking systems, travel websites, and mobile applications effectively.</li> <li>o Apply software and tools for managing tourism services, including CRM, content management, and digital marketing tools.</li> </ul> </li> <li>4. <b>Explore the use of emerging technologies in tourism</b> <ul style="list-style-type: none"> <li>o Describe the applications of technologies such as Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence (AI), and IoT in tourism.</li> <li>o Evaluate the benefits and challenges of smart tourism and digital transformation in destinations.</li> </ul> </li> <li>5. <b>Understand the role of e-commerce and online marketing</b></li> </ol>

	<p><b>in tourism</b></p> <ul style="list-style-type: none"> <li>o Develop basic skills in managing digital content, SEO, and online advertising.</li> <li>o Analyze how social media, user-generated content, and review platforms influence destination image and tourist decisions.</li> </ul> <p><b>6. Apply data analytics and technology for tourism decision-making</b></p> <ul style="list-style-type: none"> <li>o Interpret tourism data using analytical tools and dashboards.</li> <li>o Use technology to track trends, monitor customer satisfaction, and improve service delivery.</li> </ul> <p><b>7. Assess ethical, legal, and security issues related to tourism technology</b></p> <ul style="list-style-type: none"> <li>o Identify concerns around data privacy, cybersecurity, and ethical use of digital platforms.</li> <li>o Discuss regulations and best practices for responsible use of technology in tourism.</li> </ul> <p><b>8. Develop technology-based solutions to enhance tourism services</b></p> <ul style="list-style-type: none"> <li>o Propose innovative digital solutions for improving tourist experiences.</li> <li>o Collaborate on projects that integrate technology into tourism operations or marketing strategies.</li> </ul>						
Credits	<table border="1"> <tr> <td>Theory</td> <td>Practical</td> <td>Total</td> </tr> <tr> <td>3</td> <td>1</td> <td>4</td> </tr> </table>	Theory	Practical	Total	3	1	4
Theory	Practical	Total					
3	1	4					
Contact Hours	<table border="1"> <tr> <td>3</td> <td>02</td> <td>05</td> </tr> </table>	3	02	05			
3	02	05					
<p><b>Max. Marks: 100</b> <span style="float: right;"><b>Time: 3 Hrs</b></span></p> <p><b>Internal Assessment Marks: = 20(T) + 10(P) = 30</b></p> <p><b>End Term Exam Marks: = 50(T) + 20(P) = 70</b></p>							
<b>Part B-Contents of the Course</b>							
<b><u>Instructions for Paper- Setter</u></b>							
<p>Total number of questions set will be <b>Nine</b>. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.</p>							
<b>Unit</b>	<b>Topics</b>	<b>Contact hours</b>					
I	Evolution of ICT in tourism, Role of technology in the tourism value chain, ICT infrastructure in tourism enterprises Definition and components of e-tourism, Functioning and impact of OTAs (e.g. IRCTC, Booking.com, Expedia, MakeMyTrip), Customer behavior in online travel	12					
II	Website development and SEO, Social media marketing strategies, Email marketing						

	content marketing, and influencer partnerships	11
III	CRS, GDS, and PMS systems (e.g., Amadeus, Sabre), Online booking engines and payment gateways, Mobile applications in travel booking	
	Smart destinations and cities, Use of IoT, Big Data, and AI in tourism, Augmented Reality (AR), Virtual Reality (VR), and Metaverse tourism, Blockchain for secure transactions and digital identities	11
IV	360-degree virtual tours, VR experiences in museums and heritage sites, Remote and hybrid travel experiences	
	Green technologies in tourism, Eco-friendly travel apps, Digital solutions for sustainable tourism management	11

#### Suggested Evaluation Methods

##### Internal Assessment:

##### > Theory

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

##### > Practicum

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

##### End Term Examination:

Internal Assessment Marks:  
= 20(T) + 10(P) = 30

End Term Exam Marks:  
= 50(T) + 20(P) = 70

#### Part C- Learning Resources

##### Recommended Books/e-resources/LMS:

Buhalis, D. (2003). *eTourism: Information technology for strategic tourism management*. Pearson Education.  
 Egger, R., & Gula, I. (Eds.). (2008). *eTourism case studies: Management and marketing issues*. Butterworth-Heinemann.

**B23-TTM-703 Destination Management**

Session: 2023-24	
	<b>Part A- Introduction</b>
Subject	<b>Destination Management</b>
Semester	<b>VII</b>
Name of the Course	<b>Destination Management</b>
Course Code	<b>B23-TTM-703</b>
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-H3</b>
Level of the course (As per Annexure-I)	-----
Pre-requisite for the course (if any)	<b>NA</b>
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) -</p> <ol style="list-style-type: none"> <li>1. <b>Understand the concepts and components of destination management</b> <ul style="list-style-type: none"> <li>o Define destination management and its importance in the tourism industry.</li> <li>o Identify key elements of a tourism destination including attractions, infrastructure, and services.</li> </ul> </li> <li>2. <b>Analyze the roles of stakeholders in destination management</b> <ul style="list-style-type: none"> <li>o Describe the responsibilities of governments, private sector, local communities, and NGOs.</li> <li>o Evaluate collaboration and conflict resolution among stakeholders in destination governance.</li> </ul> </li> <li>3. <b>Apply destination planning and development principles</b> <ul style="list-style-type: none"> <li>o Develop sustainable tourism development plans that balance economic growth, environmental protection, and social equity.</li> <li>o Assess destination competitiveness and market positioning strategies.</li> </ul> </li> <li>4. <b>Assess the environmental, cultural, social, and economic impacts of tourism</b> <ul style="list-style-type: none"> <li>o Examine both positive and negative effects of tourism on destinations.</li> <li>o Propose strategies to mitigate negative impacts and enhance benefits to local communities.</li> </ul> </li> <li>5. <b>Use tools and techniques for effective destination management</b> <ul style="list-style-type: none"> <li>o Utilize destination management systems (DMS), GIS,</li> </ul> </li> </ol>

- and visitor management tools.
- Apply monitoring and evaluation methods to measure destination performance.
6. **Understand marketing and promotion strategies for destinations**
- Design marketing campaigns to attract target tourist segments.
  - Analyze branding and image-building techniques for destinations.
7. **Promote sustainable and responsible tourism practices**
- Advocate for policies and practices that support environmental sustainability and cultural preservation.
  - Encourage community participation and benefit-sharing in tourism development.
8. **Develop crisis and risk management strategies for tourism destinations**
- Identify potential risks such as natural disasters, political instability, and health emergencies.
  - Prepare response plans to ensure destination resilience and recovery.

Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4

Max. Marks: 100

Time: 3 Hrs

Internal Assessment Marks: 30

End Term Exam Marks: 70

**Part B-Contents of the Course**

**Instructions for Paper- Setter**

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition and types of tourism destinations, Stakeholders in destination management, Components of a tourism destination Destination lifecycle models (e.g., Butler's TALC), Master plans and tourism policy frameworks, Infrastructure and investment	12
II	Roles and responsibilities, National, regional, and local DMOs, Funding and public-private partnerships	

	Destination image and positioning, Branding strategies and brand equity, Use of digital and social media in destination marketing	11
III	Environmental, social, and economic sustainability, Carrying capacity and visitor management, Green tourism and certifications (e.g., GSTC, Blue Flag) Crisis preparedness and response in destinations, Risk assessments,	11
IV	Smart tourism concepts and IoT applications, Digital platforms and mobile apps, Data-driven decision-making in DMOs	11

**Suggested Evaluation Methods**

<b>Internal Assessment:</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li> <li>• Mid-Term Exam: 10</li> </ul> > <b>Practicum</b> <ul style="list-style-type: none"> <li>• Class Participation: NA</li> <li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul>	<b>End Term Examination:</b>  Internal Assessment Marks: <b>30</b>  End Term Exam Marks: <b>70</b>
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**Part C- Learning Resources**

**Recommended Books/e-resources/LMS:**

- Morrison, A. M. (2013). *Marketing and managing tourism destinations*. Routledge.
- Pike, S., & Page, S. J. (2014). *Destination marketing: An integrated marketing communication approach*.
- UNWTO Reports: Destination Management Guidelines
- OECD and WTTC Reports on sustainable and smart destination development

### B23-TTM-704 Adventure Tourism

Session: 2023-24	
Part A- Introduction	
Subject	Adventure Tourism
Semester	VII
Name of the Course	Adventure Tourism
Course Code	B23-TTM-704
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	DSE-III
Level of the course (As per Annexure-I)	---
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) -</p> <ol style="list-style-type: none"> <li>1. <b>Understand the definition, scope, and types of adventure tourism</b> <ul style="list-style-type: none"> <li>○ Define adventure tourism and distinguish it from other forms of tourism.</li> <li>○ Identify various types of adventure tourism activities such as trekking, rafting, mountaineering, and wildlife safaris.</li> </ul> </li> <li>2. <b>Analyze the motivations and profiles of adventure tourists</b> <ul style="list-style-type: none"> <li>○ Examine the psychological and social factors driving participation in adventure tourism.</li> <li>○ Assess the demographic and behavioral characteristics of adventure tourists.</li> </ul> </li> <li>3. <b>Evaluate the economic, environmental, and social impacts of adventure tourism</b> <ul style="list-style-type: none"> <li>○ Identify both positive and negative effects on local communities and ecosystems.</li> <li>○ Recommend strategies to promote sustainable adventure tourism practices.</li> </ul> </li> <li>4. <b>Understand risk management and safety protocols in adventure tourism</b> <ul style="list-style-type: none"> <li>○ Discuss the importance of risk assessment and management in adventure activities.</li> <li>○ Develop safety guidelines and emergency response plans for adventure tourism operators.</li> </ul> </li> <li>5. <b>Explore the role of technology and equipment in adventure tourism</b></li> </ol>

	<ul style="list-style-type: none"> <li>o Examine the use of modern gear, navigation tools, and communication devices in enhancing safety and experience.</li> <li>o Evaluate emerging technologies that influence adventure tourism.</li> </ul> <p>6. <b>Apply marketing and product development strategies for adventure tourism</b></p> <ul style="list-style-type: none"> <li>o Design adventure tourism products tailored to specific target markets.</li> <li>o Develop promotional campaigns that highlight adventure tourism experiences.</li> </ul> <p>7. <b>Understand legal and ethical considerations in adventure tourism</b></p> <ul style="list-style-type: none"> <li>o Identify relevant laws, permits, and regulations governing adventure tourism activities.</li> <li>o Promote ethical practices respecting local cultures, wildlife, and environments.</li> </ul> <p>8. <b>Plan and manage adventure tourism operations</b></p> <ul style="list-style-type: none"> <li>o Organize adventure tourism trips including logistics, resource management, and customer service.</li> <li>o Collaborate with stakeholders to ensure quality and sustainability of adventure tourism offerings.</li> </ul>		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
<b>Max. Marks: 100</b>		<b>Time: 3 Hrs</b>	
<b>Internal Assessment Marks: 30</b>			
<b>End Term Exam Marks: 70</b>			
<b>Part B-Contents of the Course</b>			
<b>Instructions for Paper- Setter</b>			
Total number of questions set will be Nine. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
<b>Unit</b>	<b>Topics</b>		<b>Contact hours</b>
I	Definition and scope, History and evolution, Types of adventure tourism Demographics and psychographics, Motivations and expectations, Tourist behavior and trends		12
II	Land-based: trekking, rock climbing, mountain biking, Water-based: white-water rafting, scuba diving, kayaking; Air-based: paragliding, skydiving, zip-lining Itinerary planning and trip logistics, Equipment and gear management, Staffing and		11

	guide responsibilities	
III	Risk assessment and liability, Emergency preparedness and first aid, Safety regulations and certifications (e.g., ISO standards, wilderness first responder)	11
IV	Marketing and promotion strategies, Pricing, budgeting, and financial planning, Legal and regulatory frameworks	11
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li> <li>• Mid-Term Exam: 10</li> </ul> > <b>Practicum</b> <ul style="list-style-type: none"> <li>• Class Participation: NA</li> <li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul>		<b>End Term Examination:</b>  Internal Assessment Marks: <b>30</b>  End Term Exam Marks: <b>70</b>
<b>Part C- Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>  Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2003). <i>Adventure tourism: The new frontier</i> . Routledge. Hudson, S (2007). <i>Sport and adventure tourism</i> . Routledge. Buckley, R. (2010). <i>Adventure tourism management</i> . Elsevier.		

**B23-TTM-705 Business Communication**

Session: 2023-24

**Part A- Introduction**

Subject	<b>Business Communication</b>
Semester	<b>VII</b>
Name of the Course	<b>Business Communication</b>
Course Code	<b>B23-TTM-705</b>
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>PC-III</b>
Level of the course (As per Annexure-I)	<b>---</b>
Pre-requisite for the course (if any)	<b>NA</b>
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) – Business Communication</p> <ol style="list-style-type: none"> <li>1. <b>Understand the fundamentals of business communication</b> <ul style="list-style-type: none"> <li>○ Define the purpose and types of communication in business settings.</li> <li>○ Explain the communication process and barriers to effective communication.</li> </ul> </li> <li>2. <b>Demonstrate effective written communication skills</b> <ul style="list-style-type: none"> <li>○ Prepare clear, concise, and professional business documents such as emails, reports, proposals, and memos.</li> <li>○ Apply appropriate tone, style, and formatting for different business audiences.</li> </ul> </li> <li>3. <b>Develop strong verbal communication skills</b> <ul style="list-style-type: none"> <li>○ Deliver effective oral presentations and participate confidently in meetings and discussions.</li> <li>○ Use active listening techniques and provide constructive feedback.</li> </ul> </li> <li>4. <b>Utilize digital communication tools and platforms</b> <ul style="list-style-type: none"> <li>○ Use email, video conferencing, social media, and collaborative tools for business communication.</li> <li>○ Understand etiquette and best practices in digital communication.</li> </ul> </li> <li>5. <b>Apply intercultural communication skills in business</b> <ul style="list-style-type: none"> <li>○ Recognize cultural differences that affect communication styles and workplace interactions.</li> <li>○ Adapt communication strategies to diverse audiences and global business contexts.</li> </ul> </li> <li>6. <b>Enhance interpersonal and teamwork communication</b> <ul style="list-style-type: none"> <li>○ Develop skills in negotiation, conflict resolution, and</li> </ul> </li> </ol>

	persuasion. ○ Work effectively in teams, demonstrating collaboration and clear communication. <b>7. Analyze and improve communication effectiveness</b> ○ Evaluate communication outcomes and implement strategies to improve clarity and impact. ○ Use feedback to refine personal communication skill		
Credits	Theory	Practical	Total
	3	01	4
Contact Hours	3	2	5

**Max. Marks: 100** **Time: 3 Hrs**  
**Internal Assessment Marks: 20(T) + 10(P) = 30**  
**End Term Exam Marks: 50(T) + 20(P) = 70**

**Part B-Contents of the Course**

**Instructions for Paper- Setter**

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Communication process and importance in tourism, Communication roles in travel agencies, tour operations, and hospitality, Barriers to communication in cross-cultural travel settings Writing professional emails and memos, Itinerary writing and travel confirmations, Complaint handling and response letters, Report writing: tour feedback, incident reports	12
II	Welcoming guests and providing travel information, Handling inquiries and bookings, Telephone etiquette in travel and hotel operations, Conflict and complaint resolution with customers Body language, tone, and facial expressions; Professional grooming and hospitality etiquette, Communication in face-to-face customer service	11
III	Culture and communication styles, Communicating with international tourists, Dealing with language barriers and translation tools, Tourism etiquette in different regions	11
IV	Preparing tourism presentations (e.g., tour proposals), Conducting meetings with stakeholders or travel partners, Visual aids and presentation software (e.g., PowerPoint, Canva) Social media communication strategies, Chatbots and automated responses in travel businesses, Online reviews and responding professionally	11

<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li> <li>• Mid-Term Exam: 10</li> </ul> > <b>Practicum</b> <ul style="list-style-type: none"> <li>• Class Participation: NA</li> <li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul>	<b>End Term Examination:</b>  Internal Assessment Marks: <b>20(T) + 10(P) = 30</b>  End Term Exam Marks: <b>50(T) + 20(P) = 70</b>	
<b>Part C- Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b> <ul style="list-style-type: none"> <li>• <b>Tribe, J. (2015).</b> <i>The Economics of Recreation, Leisure and Tourism.</i> Routledge.</li> <li>• <b>Guffey, M. E., &amp; Loewy, D. (2021).</b> <i>Essentials of Business Communication.</i> Cengage Learning.</li> <li>• <b>Baum, T. (2006).</b> <i>Human Resource Management for Tourism, Hospitality and Leisure: An International Perspective.</i></li> </ul>		

**B23-TTM-706 Research Methodology**

Session: 2023-24

**Part A-Introduction**

Subject	<b>Research Methodology</b>
Semester	<b>VII</b>
Name of the Course	<b>Research Methodology</b>
Course Code	<b>B23-TTM-706</b>
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-HM1
Level of the course (As per Annexure-I)	----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) – Research Methodology</p> <ol style="list-style-type: none"> <li>1. <b>Understand the fundamentals of research and its scientific approach</b> <ul style="list-style-type: none"> <li>o Define research, its types, and the scientific method.</li> <li>o Explain the significance of research in academic and professional contexts.</li> </ul> </li> <li>2. <b>Formulate clear and researchable problems and objectives</b> <ul style="list-style-type: none"> <li>o Identify research problems and develop research questions or hypotheses.</li> <li>o Set appropriate objectives aligned with the research goals.</li> </ul> </li> <li>3. <b>Design appropriate research methodologies</b> <ul style="list-style-type: none"> <li>o Differentiate between qualitative, quantitative, and mixed-methods research designs.</li> <li>o Select suitable data collection methods such as surveys, interviews, observation, and experiments.</li> </ul> </li> <li>4. <b>Develop research instruments and sampling techniques</b> <ul style="list-style-type: none"> <li>o Create questionnaires, interview guides, or observation checklists.</li> <li>o Understand sampling methods and determine sample size effectively.</li> </ul> </li> <li>5. <b>Collect, organize, and analyze research data</b> <ul style="list-style-type: none"> <li>o Apply data collection techniques systematically and ethically.</li> <li>o Use statistical tools and software for data analysis (e.g., SPSS, Excel).</li> <li>o Interpret qualitative data through thematic or content analysis.</li> </ul> </li> <li>6. <b>Understand ethical considerations in research</b></li> </ol>

	<ul style="list-style-type: none"> <li>o Recognize ethical issues such as informed consent, confidentiality, and plagiarism.</li> <li>o Apply ethical principles throughout the research process.</li> </ul> <p><b>7. Prepare and present research reports and findings</b></p> <ul style="list-style-type: none"> <li>o Structure research papers following academic standards.</li> <li>o Communicate research results effectively through written reports and oral presentations.</li> </ul> <p><b>8. Critically evaluate research studies</b></p> <ul style="list-style-type: none"> <li>o Assess the validity, reliability, and limitations of research findings.</li> <li>o Review literature critically to identify research gaps.</li> </ul>						
Credits	<table border="1"> <tr> <td>Theory</td> <td>Practical</td> <td>Total</td> </tr> <tr> <td>03</td> <td>01</td> <td>4</td> </tr> </table>	Theory	Practical	Total	03	01	4
Theory	Practical	Total					
03	01	4					
Contact Hours	<table border="1"> <tr> <td>03</td> <td>02</td> <td>05</td> </tr> </table>	03	02	05			
03	02	05					
<b>Max. Marks: 100</b> <span style="float: right;"><b>Time: 3 Hrs</b></span> <b>Internal Assessment Marks: 20(T) + 10(P) = 30</b> <b>End Term Exam Marks: 50(T) + 20(P) = 70</b>							
<b>Part B-Contents of the Course</b>							
<b>Instructions for Paper- Setter</b>							
<p>Total number of questions set will be <b>Nine</b>. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.</p>							
<b>Unit</b>	<b>Topics</b>	<b>Contact hours</b>					
I	Importance and role of research in tourism, Types of research: exploratory, descriptive, analytical, applied, Research ethics and responsibilities Identifying research problems/questions in tourism, Conducting literature reviews and synthesizing existing research, Developing hypotheses and objectives	12					
II	Quantitative, qualitative, and mixed methods, Sampling techniques: probability and non-probability sampling, Designing surveys, interviews, and observation methods Questionnaires and survey instruments, Interview techniques: structured, semi-structured, unstructured, Focus groups and participant observation	11					
III	Descriptive statistics and inferential statistics, Qualitative data analysis: coding, thematic analysis, Statistical Analysis with software (e.g., SPSS, Excel)	11					

IV	Writing research reports: structure and style, Presenting research findings, Referencing and avoiding plagiarism Case studies of tourism research projects, Action research and participatory research methods, Challenges in tourism research (seasonality, access, etc.)	11
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li> <li>• Mid-Term Exam: 10</li> </ul> > <b>Practicum</b> <ul style="list-style-type: none"> <li>• Class Participation: NA</li> <li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul>		<b>End Term Examination:</b> Internal Assessment Marks: 20(T) + 10(P) = 30  End Term Exam Marks: 50(T) + 20(P) = 70
<b>Part C- Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b> Cooper, C., & Schindler, P. S. (2014). <i>Business Research Methods</i> (12th ed.). McGraw-Hill Education. Veal, A. J. (2017). <i>Research Methods for Leisure and Tourism</i> (5th ed.). Pearson. Denzin, N. K., & Lincoln, Y. S. (Eds.). (2018). <i>The SAGE Handbook of Qualitative Research</i> (5th ed.). SAGE Publications.		

**B23-TTM-801 Cruise Tourism**

Session: 2023-24

**Part A- Introduction**

Subject	Cruise Tourism
Semester	VIII
Name of the Course	Cruise Tourism
Course Code	B23-TTM-801
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-II4
Level of the course (As per Annexure-I)	----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) - Cruise Tourism</p> <ol style="list-style-type: none"> <li>1. <b>Understand the fundamentals of cruise tourism</b> <ul style="list-style-type: none"> <li>o Define cruise tourism and its significance within the global tourism industry.</li> <li>o Describe the history and evolution of cruise travel.</li> </ul> </li> <li>2. <b>Identify the types and segments of cruise tourism</b> <ul style="list-style-type: none"> <li>o Distinguish between different cruise types (e.g., ocean, river, expedition, luxury).</li> <li>o Analyze target market segments and passenger profiles in cruise tourism.</li> </ul> </li> <li>3. <b>Explain the operational aspects of the cruise industry</b> <ul style="list-style-type: none"> <li>o Understand the structure and functioning of cruise lines, ports, and onboard services.</li> <li>o Describe itinerary planning, scheduling, and destination selection.</li> </ul> </li> <li>4. <b>Evaluate the economic, environmental, and social impacts of cruise tourism</b> <ul style="list-style-type: none"> <li>o Assess the benefits and challenges cruise tourism poses to destinations and communities.</li> <li>o Discuss sustainability and responsible tourism practices in the cruise sector.</li> </ul> </li> <li>5. <b>Analyze marketing and promotion strategies for cruise tourism</b> <ul style="list-style-type: none"> <li>o Explore branding, advertising, and distribution channels specific to cruise tourism.</li> <li>o Develop customer relationship management techniques for cruise passengers.</li> </ul> </li> <li>6. <b>Understand legal, safety, and regulatory frameworks in cruise tourism</b> <ul style="list-style-type: none"> <li>o Identify international maritime laws, safety standards,</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>○ and health regulations.</li> <li>○ Examine crisis management and emergency response protocols on cruise ships.</li> </ul> <p><b>7. Explore career opportunities and skills required in the cruise tourism industry</b></p> <ul style="list-style-type: none"> <li>○ Identify various roles in cruise operations, hospitality, and management.</li> <li>○ Understand the training, certifications, and competencies required for cruise tourism professionals.</li> </ul>		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
<b>Max. Marks: 100</b> <b>Internal Assessment Marks: 30</b> <b>End Term Exam Marks: 70</b>			<b>Time: 3 Hrs</b>
<b>Part B-Contents of the Course</b>			
<b><u>Instructions for Paper- Setter</u></b>			
<p>Total number of questions set will be <b>Nine</b>. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.</p>			
<b>Unit</b>	<b>Topics</b>		<b>Contact hours</b>
I	Definition and scope of cruise tourism, History and evolution of the cruise industry, Overview of the global cruise market Ocean cruises, river cruises, expedition cruises, Itinerary planning and port selection, Passenger demographics and market segmentation		12
II	Onboard operations: accommodation, food and beverage, entertainment; Shore excursions and destination management, Safety, security, and health regulations		11
III	Branding and promotion strategies, Distribution channels and travel agents, Customer service and experience management Environmental challenges: waste management, emissions; Regulatory frameworks and sustainability initiatives, Community impacts and corporate social responsibility		11
IV	Economic contribution of cruise tourism, Employment and career opportunities, Impact on port cities and destinations Technological innovations, Luxury and niche cruises, Challenges: pandemics, climate change, regulation		11

### Suggested Evaluation Methods

#### Internal Assessment:

##### > Theory

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.: 5
- Mid-Term Exam: 10

##### > Practicum

- Class Participation: NA
- Seminar/Demonstration/Viva-voce/Lab records etc.: 10
- Mid-Term Exam: NA

#### End Term Examination:

Internal Assessment Marks: 30

End Term Exam Marks: 70

### Part C- Learning Resources

#### Recommended Books/e-resources/LMS:

Weaver, A. (2011). *The Cruise Industry*. Wiley.

Hinch, T., & Higham, J. (2011). *Tourism, Climate Change and Sustainability*. Routledge.

Johnson, D. (2002). *The Business of Cruise Shipping*. Wiley.

**B23-TTM-802 Wellness and Medical Tourism**

Session: 2023-24	
Part A- Introduction	
Subject	Wellness and Medical Tourism
Semester	VIII
Name of the Course	Wellness and Medical Tourism
Course Code	B23-TTM-802
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC- H5
Level of the course (As per Annexure-I)	---
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) – Wellness and Medical Tourism</p> <ol style="list-style-type: none"> <li>1. <b>Understand the concepts and scope of wellness and medical tourism</b> <ul style="list-style-type: none"> <li>o Define wellness tourism and medical tourism and distinguish between them.</li> <li>o Explain the growth trends and global significance of these tourism segments.</li> </ul> </li> <li>2. <b>Analyze the types of wellness and medical tourism services and products</b> <ul style="list-style-type: none"> <li>o Identify popular wellness offerings such as spa therapies, yoga, detox programs, and holistic healing.</li> <li>o Describe common medical tourism services including elective surgeries, dental treatments, and specialized therapies.</li> </ul> </li> <li>3. <b>Evaluate the factors influencing demand in wellness and medical tourism</b> <ul style="list-style-type: none"> <li>o Examine demographic, economic, cultural, and technological drivers.</li> <li>o Assess the role of quality, cost, and accessibility in destination choice.</li> </ul> </li> <li>4. <b>Understand the role of healthcare infrastructure and accreditation</b> <ul style="list-style-type: none"> <li>o Identify the importance of healthcare standards, certifications, and international accreditation bodies.</li> <li>o Assess the impact of infrastructure quality on tourist satisfaction and safety.</li> </ul> </li> <li>5. <b>Examine the economic, ethical, and social implications of wellness and medical tourism</b></li> </ol>

	<ul style="list-style-type: none"> <li>○ Analyze benefits such as economic growth and healthcare innovation.</li> <li>○ Discuss ethical concerns including patient safety, equity, and cultural sensitivity.</li> </ul> <p>6. <b>Explore marketing and promotional strategies for wellness and medical tourism</b></p> <ul style="list-style-type: none"> <li>○ Develop targeted marketing plans to reach specific customer segments.</li> <li>○ Utilize digital platforms and partnerships with healthcare providers.</li> </ul> <p>7. <b>Understand regulatory, legal, and risk management issues</b></p> <ul style="list-style-type: none"> <li>○ Identify regulations related to medical tourism in different countries.</li> <li>○ Discuss risk management strategies to ensure patient safety and legal compliance.</li> </ul> <p>8. <b>Assess future trends and innovations in wellness and medical tourism</b></p> <ul style="list-style-type: none"> <li>○ Explore emerging technologies, telemedicine, and personalized wellness experiences.</li> <li>○ Predict challenges and opportunities for sustainable growth.</li> </ul>									
Credits	<table border="1"> <tr> <td>Theory</td> <td>Practical</td> <td>Total</td> </tr> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> </table>	Theory	Practical	Total	4	-	4	4	-	4
Theory	Practical	Total								
4	-	4								
4	-	4								
Contact Hours	4									
Max. Marks: 100	4									
Internal Assessment Marks: 30	4									
End Term Exam Marks: 70	4									
Time: 3 Hrs										

**Part B-Contents of the Course**

**Instructions for Paper- Setter**

Total number of questions set will be **Nine**. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition, scope, and evolution, Differences between wellness tourism and medical tourism, Key statistics and global trends Components: spa, yoga, meditation, Ayurveda, naturopathy, fitness retreats; Role of culture, spirituality, and nature; Wellness resort operations and customer experience	12
II	Medical travel for diagnostics, surgeries, fertility, dental, and cosmetic care; Accreditation and quality standards (JCI, NABH, etc.), Role of hospitals, clinics, facilitators, and travel agents Leading wellness tourism destinations (e.g., India, Thailand, Bali, Hungary). Top	11

	medical tourism hubs (e.g., India, Turkey, Singapore, Mexico, Costa Rica), Case studies of successful wellness and medical centers	
III	Demographics and motivations of wellness and medical tourists, Health tourism marketing strategies, Branding and positioning for wellness destinations Planning a wellness/medical tourism package, Logistics, pricing, and customer service, Risk management, travel insurance, and aftercare	11
IV	Informed consent, medical liability, malpractice; Ethical issues in organ transplants and reproductive tourism, Government regulations, visas, and medical travel insurance Wellness and green tourism integration, Digital health and telemedicine in medical tourism, Challenges and future opportunities post-COVID	11
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > Theory <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li> <li>• Mid-Term Exam: 10</li> </ul> > Practicum <ul style="list-style-type: none"> <li>• Class Participation: NA</li> <li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul>		<b>End Term Examination:</b>  Internal Assessment Marks: 30  End Term Exam Marks: 70
<b>Part C- Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>  Smith, M., & Puczko, L. (2014). <i>Health, Tourism and Hospitality: Spas, Wellness and Medical Travel</i> . Routledge. Connell, J. (2011). <i>Medical Tourism</i> . CABI Publishing. Bookman, M. Z., & Bookman, K. R. (2007). <i>Medical Tourism in Developing Countries</i> . Palgrave Macmillan		

**B23-TTM-803 Personality Development**

Session: 2023-24	
Subject	<b>Part A- Introduction</b>
Semester	<b>Personality Development</b>
Name of the Course	<b>VIII</b>
Course Code	<b>Personality Development</b>
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>B23-TTM-803</b>
Level of the course (As per Annexure-I)	<b>CC-H6</b>
Pre-requisite for the course (if any)	----- <b>NA</b>
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) - Personality Development</p> <ol style="list-style-type: none"> <li>1. <b>Understand the concept and components of personality</b> <ul style="list-style-type: none"> <li>o Define personality and recognize its key traits and types.</li> <li>o Explain factors influencing personality development.</li> </ul> </li> <li>2. <b>Enhance self-awareness and emotional intelligence</b> <ul style="list-style-type: none"> <li>o Identify personal strengths and areas for improvement.</li> <li>o Develop skills to manage emotions effectively in personal and professional settings.</li> </ul> </li> <li>3. <b>Improve communication and interpersonal skills</b> <ul style="list-style-type: none"> <li>o Demonstrate effective verbal and non-verbal communication techniques.</li> <li>o Build confidence in public speaking, presentations, and group interactions.</li> </ul> </li> <li>4. <b>Develop positive attitude and motivation</b> <ul style="list-style-type: none"> <li>o Cultivate a growth mindset and resilience to overcome challenges.</li> <li>o Practice goal setting and time management for personal growth.</li> </ul> </li> <li>5. <b>Foster leadership and teamwork abilities</b> <ul style="list-style-type: none"> <li>o Understand leadership styles and practice teamwork dynamics.</li> <li>o Enhance problem-solving and decision-making skills within group settings.</li> </ul> </li> <li>6. <b>Adopt professional etiquette and grooming</b> <ul style="list-style-type: none"> <li>o Learn appropriate workplace behavior, dress code, and etiquette.</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>○ Develop skills for networking and building professional relationships.</li> </ul> <p>7. <b>Manage stress and maintain work-life balance</b></p> <ul style="list-style-type: none"> <li>○ Apply techniques for stress reduction and relaxation.</li> <li>○ Plan strategies to balance personal and professional life effectively.</li> </ul> <p>8. <b>Build a positive self-image and confidence</b></p> <ul style="list-style-type: none"> <li>○ Practice assertiveness and self-expression.</li> <li>○ Overcome fear, anxiety, and negative thinking patterns.</li> </ul>
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Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4

Max. Marks: 100

Time: 3 Hrs

Internal Assessment Marks: 30

End Term Exam Marks: 70

**Part B-Contents of the Course**

**Instructions for Paper- Setter**

Total number of questions set will be Nine. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.

Unit	Topics	Contact hours
I	Definition of Personality Development and importance in tourism, Characteristics of an ideal tourism professional, SWOT analysis of self Verbal and non-verbal communication, Listening and feedback techniques	12
II	Empathy and cultural sensitivity in tourism, Overcoming stage fear and anxiety, Effective body language and voice modulation, Practice: Tour guiding, travel presentations, First impressions and rapport building, guest briefings	11
III	Personal hygiene and appearance standards, Dress code for different tourism roles, Hospitality etiquette (greetings, posture, dining manners) Handling guest complaints and difficult situations, Creating memorable guest experiences	11
IV	Working in diverse, multicultural teams, Conflict resolution and collaboration, Leadership styles in tourism environments Prioritization and task scheduling, Dealing with workplace pressure, Maintaining work-life balance in tourism jobs	11

### Suggested Evaluation Methods

<b>Internal Assessment:</b> <ul style="list-style-type: none"><li>&gt; <b>Theory</b><ul style="list-style-type: none"><li>• Class Participation: 5</li><li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li><li>• Mid-Term Exam: 10</li></ul></li><li>&gt; <b>Practicum</b><ul style="list-style-type: none"><li>• Class Participation: NA</li><li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li><li>• Mid-Term Exam: NA</li></ul></li></ul>	<b>End Term Examination:</b>  Internal Assessment Marks: <b>30</b>  End Term Exam Marks: <b>70</b>
<b>Part C- Learning Resources</b>	
<b>Recommended Books/e-resources/LMS:</b>  <b>Barun K. Mitra (2011).</b> <i>Personality Development and Soft Skills</i> . Oxford University Press. <b>P. D. Sharma (2020).</b> <i>Soft Skills for Hospitality and Tourism</i> . Kanishka Publishers.	

**B23-TTM-804 Digital Marketing in Tourism**

Session: 2023-24

**Part A- Introduction**

Subject	Digital Marketing in Tourism
Semester	VIII
Name of the Course	Digital Marketing in Tourism
Course Code	B23-TTM-804
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	DSE-H2
Level of the course (As per Annexure-1)	----
Pre-requisite for the course (if any)	NA
Course Learning Outcomes (CLO):	<p>Course Learning Outcomes (CLOs) - Digital Marketing in Tourism</p> <ol style="list-style-type: none"><li><b>1. Understand the fundamentals of digital marketing and its relevance to tourism</b><ul style="list-style-type: none"><li>○ Define digital marketing and explain its role in promoting tourism products and services.</li><li>○ Identify key digital marketing channels and tools used in the tourism industry.</li></ul></li><li><b>2. Develop effective digital marketing strategies for tourism businesses</b><ul style="list-style-type: none"><li>○ Create targeted campaigns that engage specific tourist segments.</li><li>○ Integrate traditional marketing concepts with digital approaches.</li></ul></li><li><b>3. Utilize social media platforms for tourism promotion</b><ul style="list-style-type: none"><li>○ Design content and campaigns for platforms such as Facebook, Instagram, Twitter, and YouTube.</li><li>○ Analyze social media metrics to measure engagement and campaign success.</li></ul></li><li><b>4. Implement search engine optimization (SEO) and search engine marketing (SEM)</b><ul style="list-style-type: none"><li>○ Apply SEO techniques to improve visibility of tourism websites and online content.</li><li>○ Use SEM tools such as Google Ads to drive targeted traffic.</li></ul></li><li><b>5. Use email marketing and content marketing effectively</b><ul style="list-style-type: none"><li>○ Develop email campaigns tailored to tourism audiences.</li><li>○ Create engaging blogs, videos, and other digital content to attract and retain tourists.</li></ul></li><li><b>6. Analyze web analytics and digital marketing metrics</b><ul style="list-style-type: none"><li>○ Interpret data from tools like Google Analytics to</li></ul></li></ol>

	<ul style="list-style-type: none"> <li>○ assess website performance and user behavior.</li> <li>○ Make data-driven decisions to optimize marketing efforts.</li> </ul> <p><b>7. Understand the role of mobile marketing and emerging technologies</b></p> <ul style="list-style-type: none"> <li>○ Explore mobile apps, location-based marketing, and wearable technology in tourism.</li> <li>○ Assess trends like virtual reality (VR) and augmented reality (AR) in enhancing tourist experiences.</li> </ul> <p><b>8. Address ethical and legal issues in digital marketing</b></p> <ul style="list-style-type: none"> <li>○ Recognize privacy, copyright, and advertising regulations relevant to digital tourism marketing.</li> <li>○ Promote responsible and transparent digital marketing practices.</li> </ul>									
Credits	<table border="1"> <tr> <td>Theory</td> <td>Practical</td> <td>Total</td> </tr> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> <tr> <td>4</td> <td>-</td> <td>4</td> </tr> </table>	Theory	Practical	Total	4	-	4	4	-	4
Theory	Practical	Total								
4	-	4								
4	-	4								
Contact Hours	4									
Max. Marks: 100	Time: 3 Hrs									
Internal Assessment Marks: 30										
End Term Exam Marks: 70										
<b>Part B-Contents of the Course</b>										
<b>Instructions for Paper- Setter</b>										
<p>Total number of questions set will be Nine. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.</p>										
<b>Unit</b>	<b>Topics</b>	<b>Contact hours</b>								
I	Overview of traditional vs. digital marketing, Role of digital marketing in tourism development, Trends and technologies shaping tourism marketing Travel planning behavior and the digital customer journey, Mobile behavior and online review influence, Personalization in digital marketing	12								
II	Website essentials for tourism businesses, Writing travel blogs, articles, and storytelling, Visual content: photography and video marketing Basics of SEO for tourism websites, Google Ads and paid search strategies, Keyword research and content optimization	11								
III	Social media platforms for tourism promotion (Facebook, Instagram, YouTube, TikTok, LinkedIn), Content calendars and posting strategies, Influencer and user-generated content (UGC) marketing Creating newsletters for tour operators or destinations, Building and segmenting email lists, SMS and app-based tourism marketing	11								

	<ul style="list-style-type: none"> <li>○ assess website performance and user behavior.</li> <li>○ Make data-driven decisions to optimize marketing efforts.</li> </ul>		
	<p>7. <b>Understand the role of mobile marketing and emerging technologies</b></p> <ul style="list-style-type: none"> <li>○ Explore mobile apps, location-based marketing, and wearable technology in tourism.</li> <li>○ Assess trends like virtual reality (VR) and augmented reality (AR) in enhancing tourist experiences.</li> </ul>		
	<p>8. <b>Address ethical and legal issues in digital marketing</b></p> <ul style="list-style-type: none"> <li>○ Recognize privacy, copyright, and advertising regulations relevant to digital tourism marketing.</li> <li>○ Promote responsible and transparent digital marketing practices.</li> </ul>		
Credits	Theory	Practical	Total
	4	-	4
Contact Hours	4	-	4
<p>Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70</p>			Time: 3 Hrs
<b>Part B-Contents of the Course</b>			
<b>Instructions for Paper- Setter</b>			
<p>Total number of questions set will be Nine. Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.</p>			
<b>Unit</b>	<b>Topics</b>	<b>Contact hours</b>	
I	Overview of traditional vs. digital marketing, Role of digital marketing in tourism development, Trends and technologies shaping tourism marketing Travel planning behavior and the digital customer journey, Mobile behavior and online review influence, Personalization in digital marketing	12	
II	Website essentials for tourism businesses, Writing travel blogs, articles, and storytelling, Visual content: photography and video marketing Basics of SEO for tourism websites, Google Ads and paid search strategies, Keyword research and content optimization	11	
III	Social media platforms for tourism promotion (Facebook, Instagram, YouTube, TikTok, LinkedIn), Content calendars and posting strategies, Influencer and user-generated content (UGC) marketing Creating newsletters for tour operators or destinations, Building and segmenting email lists, SMS and app-based tourism marketing	11	

IV	Role of TripAdvisor, Google Reviews, Booking.com, etc.; Handling negative reviews professionally, Tools for review monitoring and engagement Introduction to Google Analytics, Social media metrics and performance tracking, Building a digital marketing strategy and campaign plan	11
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li> <li>• Mid-Term Exam: 10</li> </ul> > <b>Practicum</b> <ul style="list-style-type: none"> <li>• Class Participation: NA</li> <li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul>		<b>End Term Examination:</b>  Internal Assessment Marks: <b>30</b>  End Term Exam Marks: <b>70</b>
<b>Part C- Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>  Kotler, P., Bowen, J. T., & Makens, J. (2017). <i>Marketing for Hospitality and Tourism</i> (7th ed.). Pearson. Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson. UNWTO Reports on digital tourism trends		

IV	Fare construction rules and terminology, Fare types and ticketing classes (Y, J, F, etc.), Reading and interpreting airline tickets (manual and e-tickets), Understanding published fares and taxes (YQ, YR, etc.), Fuel surcharges, service fees, airport taxes; Refunds, rebooking, and cancellation procedures Passenger service excellence, Handling special passengers (unaccompanied minors, disabled passengers), Handling flight delays, cancellations, and disruptions	11
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/presentation/assignment/quiz/class test etc.: 5</li> <li>• Mid-Term Exam: 10</li> </ul> > <b>Practicum</b> <ul style="list-style-type: none"> <li>• Class Participation: NA</li> <li>• Seminar/Demonstration/Viva-voce/Lab records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul>		<b>End Term Examination:</b> Internal Assessment Marks: <b>20(T) + 10(P) = 30</b>  End Term Exam Marks: <b>50(T) + 20(P) = 70</b>
<b>Part C- Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b> Boniface, B., & Cooper, C. (2009). <i>Worldwide destinations: The geography of travel and tourism</i> (5th ed.). Elsevier Butterworth-Heinemann. Hall, C. M. (2008). <i>Tourism planning: Policies, processes and relationships</i> (2nd ed.). Pearson Education. Robinson, M., & Boniface, P. (Eds.). (1999). <i>Tourism: The cultural heritage experience</i> . Channel View Publications. Lew, A. A., Hall, C. M., & Timothy, D. J. (2008). <i>World geography of travel and tourism: A regional approach</i> . Elsevier.		

	<b>airline ticketing</b> <ul style="list-style-type: none"> <li>o Handle client inquiries and resolve common ticketing problems.</li> <li>o Communicate travel options and policies effectively to customers.</li> </ul> <b>7. Evaluate the role of ticketing in airline revenue management and travel agencies</b> <ul style="list-style-type: none"> <li>o Analyze how ticketing affects airline profitability and customer satisfaction.</li> <li>o Understand the relationship between airlines, travel agents, and consolidators.</li> <li>o Propose strategies to minimize tourism's negative impacts on the environment and local cultures.</li> </ul>		
Credits	Theory	Practical	Total
Contact Hours	3	1	3
Max. Marks: 100	5	02	5
Internal Assessment Marks: 20(T) + 10(P) = 30	Time: 3 Hrs		
End Term Exam Marks: 50(T) + 20(P) = 70			
<b>Part B-Contents of the Course</b>			
<b>Instructions for Paper- Setter</b>			
Total number of questions set will be <b>Nine</b> . Question no. 1 is compulsory covering the entire syllabus and will have 10 short answer type questions. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. The duration of time allowed in final theory exam will be 3 hours.			
<b>Unit</b>	<b>Topics</b>	<b>Contact hours</b>	
I	History and evolution of the airline industry, Role of airlines in the travel and tourism industry, Types of airlines: scheduled, charter, low-cost carriers, Overview of international aviation organizations (IATA, ICAO, DGCA)	12	
II	Structure of an airline organization, Functions of various departments: operations, sales, marketing, ground handling, Fleet planning and aircraft types, Airline alliances and code-sharing Airport facilities and terminal layout, Passenger handling services, Baggage handling, check-in, and boarding procedures, Ground support equipment and services	11	
III	Basics of airline reservation systems (e.g., GDS: Amadeus, Sabre, Galileo, etc.), Itinerary planning and routing, PNR (Passenger Name Record) creation and management, Types of fares: one-way, round-trip, circle trip, open jaw Practice in GDS software (Amadeus/Sabre/Galileo/Any other compatible software), Mock reservation and ticketing exercises	11	

**CHAUDHARY RANBIR SINGH UNIVERSITY**  
**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT**  
**Scheme of Examination and Syllabus for Undergraduate Program**  
**Multidisciplinary Scheme -D**

**SUBJECT: TOURISM AND TRAVEL MANAGEMENT as per NEP 2020**  
**(Multiple Entry-Exit, Internships and Choice Based Credit System)**

**w.e.f. Session: 2023-2024**

**Pool of Multidisciplinary Courses (MDC)**

**Course Objective**

The outcome of this course is that student will learn tourism terminology and will be able to

Semester 1		Semester 2		Semester 3	
MDC-1		MDC-2		MDC-3	
Course Code	Nomenclature of Course	Course Code	Nomenclature of Course	Course Code	Nomenclature of Course
TM-MDC-101	Basics of Tourism	TM-MDC-102	Haryana Tourism	TM-MDC-103	Destination of India
TM-MDC-201	Travel Agency Management	TM-MDC-202	Hotel Business	TM-MDC-203	Tour Packaging Management
TM-MDC-301	Tour Guiding	TM-MDC-302	Communication in Tourism	TM-MDC-303	Personality skill for Tourism

work as service suppliers in industry.

Credits: 3

Maximum Marks: 100

Time: 3 Hours

Minimum Pass Marks: 40 (08/I.A. + 32/E.E.)

**External Examination (E.E.) Marks: 70**

Note: The examiner will set nine questions in all. Question number one will be compulsory, and would contain seven parts of two marks each. Further, eight questions of sixteen marks each are to be set from each of the four units. The students will be required to attempt five questions—the compulsory question, and one question from each of the four units.

**Internal Assessment (I.A.) Marks: 30**

Total (30)	Marks	Assignment	Demonstration/ Presentation	House Test/viva - voce	Attendance
Multidisciplinary Scheme		10 (two)	05	10	05

# TM-MDC-101: Basics of Tourism

## Unit 1 Concept and Terminology of Tourism

Concept of tourism; Meaning and scope.

Tourism terminology; Tourist, Visitor, Excursionist, Transit, Tourism product, Destination.

Tourism Resources (Natural and Cultural).

## Unit 2 Types and Pull and Push forces in Tourism

Type and characteristics of Tourism

Motivation in Tourism (Push & Pull)

## Unit 3 Service sectors in Tourism

Transportation: Type

Accommodation; Type

Travel Agency and Tour operator Types

## Unit 4 Desert and cultural Attractions

Case study of Golden triangle of India; Delhi, Agra, Jaipur

## References/ Learning Sources

- Christopher J. Holloway- The Business of Tourism Macdonald and Evans.
- A.K. Bhatia- Tourism Development Principles and Practices Sterling Publishers, New Delhi.
- Anand M.M.- Tourism and Hotel Industry in India: Sterling Publishers, New Delhi.
- Kaul R.H. Dynamics of Tourism: A Terminology, Sterling Publishers, New Delhi.

## TM-MDC-102: Haryana Tourism

### Unit 1 Introduction of Haryana Tourism

Geographical background of Haryana and their importance for tourism.

Historical background of Haryana and their importance for tourism.

Major tourist destination of Haryana.

### Unit 2 Tourism potential In Haryana

Religious and cultural tourism potential In Haryana including Music dance, fair and festival.

Types of tourism in Haryana.

### Unit 3 Tourism resources of Haryana.

Monuments and museum of touristic significance in Haryana.

Religious and pilgrimage center of Haryana.

### Unit 4 Tourism Infrastructure In Haryana.

Highway tourism of Haryana.

Tourist Organization in Haryana.

Tourism trends in Haryana.

### References/ Learning Sources

- Singh, R & Singh A. (2014). Status of Haryana Tourism, LAMBERT Academic Publishing.
- Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi.

## TM-MDC-103: Destinations of India

### Unit 1 Natural Resources of India

General Introduction: Physiographic Unit of Himalaya, study of Tourist resources in Srinagar, Shimla.

### Unit 2 General introduction of Desert and Central Plain

Touristic resources in Jaisalmer, Jodhpur, Amritsar, Bodhgaya.

### Unit 3 Indian Peninsula;

General features, case study of Bangluru, Ooty, Hyderabad.

### Unit 4 Coastal and Islands:

Mumbai, Goa, Andaman & Nicobar.

### References/Recommended books

1. Boniface B. & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London.
2. Goh Chong Leong, 'An Economic Atlas of India, Oxford University Press, Singapore.
3. Husain, M (2013) - *Geography of India*, Tata McGraw Hill, New Delhi.
4. Singh Gopal, 'Geography of India', Atma Ram and sons, New Delhi, 1994
5. Quereshi, Imtiaz, (ed) *Physical geography of India*, NCERT, New Delhi
6. Hall, M (1999), *Geography of Travel and Tourism*, Routledge, London. 8. Robinson H.A. (1976), *Geography of Tourism*. Mac Donald & Evans Ltd