

SEMESTER I

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)								
Semester	Discipline-Specific Courses (DSC)- Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	24BTM401DS01	24BTM401DS02				24BTM401SE01		
I	Foundations of Tourism and Hospitality @ 4 credits	Haryana Tourism: Culture, Cuisine & Customs @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	Computer Application in Tourism @ 3 credits	Choose from the Central Pool of the University @ 2 credits	22

Minor (MIC)/Vocational (VOC) (*Offered by IHTM for other UTDs*) Fundamentals of Tourism (**24HTM401MI01**)

Multidisciplinary courses (MDC) (*Offered by IHTM for other UTDs*) Food & Culinary Tourism Treasures of India (**24HTMX01MD01**)

24BTM401DS01

FOUNDATIONS OF TOURISM & HOSPITALITY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of tourism and various factors which are influencing it
3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

Learning Outcomes

After the completion of the course the students will be able to:

1. Describe the history and structure of travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrangement of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

Unit I : Introduction to Tourism

Meaning, definition, characteristics and Types of Tourism, History of Tourism through ages, components of Tourism, Tourism as an industry.

Unit II : History & Impacts of Tourism

Travel Motivation, Pull and Push Forces in Tourism, Transportation: types and relevance in tourism, Accommodation: types and relevance in Tourism, Concept of Tourism Chain: Vertical and Horizontal integration in Tourism chain.

Unit III : Tourism Organizations

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations

Unit IV : Various Terms related to Tourism

Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism

Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24BTM401DS02

HARYANA TOURISM, CULTURE, CUISINE & CUSTOMS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To gain a comprehensive understanding of Haryana's geography, history, culture, and various forms of tourism.
2. To delve into Haryana's cultural tourism potential, including its people, traditions, and tourism resources.
3. To learn about Haryana's transportation and accommodation sector, and gain knowledge about traditional cuisine.
4. To familiarize with Haryana's tourism policy, hospitality education, and key tourist attractions.

Learning Outcomes:

1. Upon completion, students will be able to articulate an understanding of Haryana's history, culture, and various forms of tourism.
2. Students will be able to discuss and analyze Haryana's cultural tourism resources and potential.
3. Students will be able to explain Haryana's transportation, accommodation options, and traditional cuisine.
4. Students will be able to evaluate Haryana's tourism policy, hospitality education, and identify key tourist attractions.

Unit I: Introduction & Overview of Haryana

- **Geographical & Historical Background:** Dive into the geographical features and historical roots of Haryana.
- **Administrative Divisions & Cultural Zones:** Explore the administrative structure and cultural diversity within the state.
- **Prominent Personalities:** Learn about influential figures from Haryana and their contribution to tourism.
- **Haryana Tourism:** Discover the popular forms of tourism prevalent in Haryana, such as Highway Tourism, Farm Tourism, Eco Tourism, Pilgrimage Tourism, Golf Tourism, MICE Tourism, and Sports Tourism.

Unit II: Cultural Tourism Potential in Haryana

- **People & Traditions:** Understand the people, traditional costumes, dances, and music of Haryana.
- **Fairs & Festivals:** Learn about key cultural events, with a special focus on Surajkund Crafts Mela, Kartik&GeetaJayantiSamaroh.
- **Tourism Resources:** Explore the state's monuments, museums, religious and pilgrimage centers like Kurukshetra, Pehowa, Jyotisar, Agroha, Pindara, Bheemeshwari Mata Beri, Mansa Devi, and Sheetla Mata.

Unit III: Transportation, Accommodation & Cuisine of Haryana

- **Transportation:** Understand the transportation network in Haryana, including highways, major railway routes, junctions, stations, and airports.
- **Accommodation:** Learn about Haryana Tourism Complexes and other major hotels like ITC Grand Bharat Gurugram, Taj Chandigarh, and The OberoiGurugram.
- **Cuisine:** Discover the traditional foods and culinary delights of Haryana, including popular eating joints and highway Dhabhas.

Unit IV: Tourism Policy, Education & Key Tourist Attractions of Haryana

- **Tourism Policy:** Study the tourism policy of Haryana.
- **Tourism & Hospitality Education:** Learn about Haryana's role in tourism and hospitality education, including universities, colleges, and institutes offering related programs.
- **Key Tourist Attractions:** Explore the main tourist attractions across the districts of Haryana.

Suggested Readings:

1. "Haryana: Past and Present" by Malti Malik, Publisher: Sonali Publications
2. "Haryana: Cultural Heritage Guide" by B.S. Nijjar, Publisher: Rupa Publications
3. "Traditional Indian Costumes and Textiles" by Mohinder Singh Randhawa, Publisher: Indian Council for Cultural Relations
4. "India's Railway Man: A Biography of E. Sreedharan" by Rajendra B. Aklekar (For understanding major railway junctions and routes in Haryana),Publisher: Rupa Publications
5. "Flavours of Haryana: A Food Guide" by TarlaDalal, Publisher: Sanjay & Co/Mumbai/India

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24BTM401SE01

COMPUTER APPLICATIONS IN TOURISM

Evaluation: Formative Assessment (75 Marks)

Duration: 3 hours

Credits: 03

Learning Objectives:

1. To understand the fundamentals of computers, including their classification, generations, capabilities, and limitations.
2. To gain knowledge about computer hardware components and their functionalities.
3. To comprehend various types of software and their applications, with an emphasis on MS Office tools.
4. To examine the role of Internet and Information & Communication Technology (ICT) in the tourism and hospitality industry, including an analysis of successful online business models.

Learning Outcomes:

Upon completion students will be able:

1. To explain the basics of computers, their evolution, and applications in the hospitality industry.
2. Students will be able to identify and describe the functions of various computer hardware components.
3. Students will be capable of using basic MS Office tools and understanding the differences between various types of software.
4. Students will have an understanding of how Internet and ICT contribute to the tourism industry, and will be able to analyze successful online tourism business models.

Unit I: Basics of Computers

- Introduction to computers: Classification, generations, organization, capabilities, characteristics, limitations
- Application of computers in the hospitality industry

Unit II: Understanding Computer Hardware

- Components of computers: Understanding hardware elements including input devices, storage devices, processing units, and output devices
- Comprehending the block diagram of a computer

Unit III: Introduction to Computer Software

- Introduction to different types of software: System software, application software, utility software
- Hands-on practice with MS Office tools: Basics of MS Word, MS Excel, and MS PowerPoint
- Creation of Gmail Account (anu.bttm.24@gmail.com name. course name. batch year @gmail.com)
- Creation of class whats app groups, broadcasts, do's and don't of whats app groups.

Unit IV: Introduction to Internet and Information & Communication Technology (ICT) in Tourism

- Introduction to Internet and ICT
- Exploring how ICT can provide a competitive edge in the tourism industry
- Understanding successful online tourist business models and an overview of tourism websites
- Discussing online tourism services and benefits
- Analyzing the role of IT in tourism through case studies of IRCTC, MakeMyTrip.com, Yatra.com, TripAdvisor.com, etc.

Suggested Readings:

1. "Introduction to Computers" by Leon & Lion, Publisher: Vikas Publishing House, New Delhi
2. "Computer Concepts" (7th Edition) by June Jamrich Parsons, Publisher: Thomson Learning, Bombay
3. "Strategic Management and Information Systems" by Wendy Robson, Publisher: Pitman Publishers
4. "Computer Networks and Internet" by Douglas E. Comer (4th Edition), Publisher: Pearson Education
5. "Data Communications and Computer Networks" by Curt M. White, Publisher: Thomson Learning, Bombay

Note:- Formative Assessment Model for Skill Enhancement Courses For Three Credits Theory

	Marks Distribution
Written test (2X10)	20
MCQ/Quizzes/Group Discussion (2 X 10)	20
Assignment /Case Study/Mini Project (2X10)	20
Seminar / Presentation	10
Attendance	05
Total	75

SEMESTER-II

Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	24BTM402 DS01	24BTM402 DS02				24BTM402SE01		22
II	Travel Agency & Tour Operations @ 4 credits	Adventure Tourism @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	Tour Guiding Skills @ 3 credits	Choose from the Central Pool of the University @ 2 credits	

Minor(MIC)/Vocational (VOC) (*Offered by IHTM for other UTDs*) Natural Tourism Treasures of India (**24HTM402MI01**)

Multidisciplinary courses (MDC) (*Offered by IHTM for other UTDs*) Tourism & Hospitality: An Introduction (**24HTMX02MD01**)

Students exiting the programme after second semester and securing 48 credits including 4 credits of summer Internship will be awarded UG Certificate in the relevant Discipline/Subject

24BTM402DS01

Travel Agency and Tour Operation

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help students understand the meaning, concept, and significance of travel agency and tour operation business, as well as the historical growth and development of the industry.
2. To enable students to understand the organizational structure of travel agency and tour operator companies, and to familiarize them with career prospects in various departments.
3. To provide students with the knowledge necessary to start their own business in the field of travel and tourism.
4. To develop an understanding of tour package and itinerary preparation.

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Understand the operation of travel and tourism and its association with various other fields of tourism.
2. Acquire the skills necessary to professionally fit into the organizational setup of travel and tourism agencies.
3. Develop the competencies necessary to start their own business in the fields of travel and tourism.
4. Apply the knowledge pertaining to the role of various associations in promoting travel and tourism business.

Unit I: Introduction to Travel Agency

- History, growth, definition, types, and present status of travel agencies
- Organizational structure and working of travel agencies
- Differentiation between travel agencies and tour operation businesses
- Process for approval of travel agencies in India

Unit II: The Role of Travel Agents

- Definition, types, rights, and duties of travel agents
- Functions: Understanding the function of travel agencies, providing travel information and counseling to tourists, itinerary preparation, travel retailing, and operations, preparation of tour packages
- Sources of income: Commission, service charges, and mark-up on tours

Unit III: Introduction to Tour Operators

- Types of tour operators, rules for recognition of tour operators, role of tour operators
- Functions: Market research and tour package formulation, assembling, processing, and disseminating information on destinations, liaison with principles, preparation of itineraries, tour operations, and post-tour management
- Practical exercise and basic requirements in setting up a travel agency and tour operation unit

Unit IV: Tour Package Management

- Concept, nature, features, and methods of tour package management
- Types of tours, tour package pricing – nature, need, and determination
- Formulation, printing, and distribution of tour package brochure
- Itinerary planning, costing, and communicating with clients and principles

Suggested Readings:

1. "The Business of Tourism" by Holloway J.C., Publisher: Mac Donald and Evans
2. "Manual of Travel Agency Practice" by Gwenda Syrratt, Publisher: Butterworth Heinemann, London
3. "Guide to Starting and Operating Successful Travel Agency" by Laurence Stevens, Publisher: Delmar Publishers Inc., New York
4. "Professional Travel Agency Management" by Chuck Gee and Y. Makens, Publisher: Prentice Hall, New York

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24BTM402DS02

ADVENTURE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Define adventure tourism and its scope, including land-based, water-based, and air-based activities.
2. Understand and apply the basic minimum standards for adventure tourism activities.
3. Analyze the economic, social, cultural, and environmental impacts of adventure tourism.
4. Identify the equipment requirements specific to various adventure tourism activities.

Learning Outcomes:

After completing this subject, students will be able

1. To recognize and categorize different adventure tourism activities, including land-based, water-based, and air-based options.
2. To be competent in assessing adventure tourism activities against established standards, ensuring safety and quality.
3. To evaluate the multifaceted impacts of adventure tourism on economic, social, cultural, and environmental dimensions.
4. To understand about the equipment required for various adventure tourism activities and will be better prepared to address challenges and explore career opportunities in the field.

Unit I: Introduction to Adventure Tourism

Fundamental concepts of adventure tourism: definition, scope, and nature. Popular tourist destinations in India for various land-based adventure activities such as mountaineering, trekking, desert safaris, skiing, and car rallies. Various types of water-based adventure tourism activities like rafting, kayaking, canoeing, surfing, water skiing, and scuba diving. An overview of air-based adventure activities like parasailing, paragliding, ballooning, and hand gliding.

Unit II: Standards and Training in Adventure Tourism

Understanding basic minimum standards for adventure tourism-related activities with special reference to land-based, water-based, and air-based adventure tourism. Furthermore, Institutions and organizations in India that offers adventure tourism training to aspiring adventurers and professionals.

Unit III: Impacts and Stakeholders

Impacts of adventure tourism, encompassing economic, social, cultural, and environmental dimensions. Roles played by various stakeholders in the development of adventure tourism in India, including the government, local communities, tourists, and businesses.

Unit IV: Equipment, Challenges, and Opportunities

Equipment requirements for different adventure tourism activities, such as mountaineering, trekking, canoeing, kayaking, scuba diving, parasailing, and paragliding. Challenges and issues pertinent to the adventure tourism industry, emphasizing risk management. Career prospects and job opportunities available in various sectors of the adventure tourism field.

Suggested Readings:

- Ball, S. (2012), Encyclopedia of Tourism Resources in India, New Delhi. Butterworth-Heinemann.
- Bose, S.C. (1976), Geography of the Himalayas, New Delhi. National Book Trust
- Dixit, M. (2002), Tourism Products, Lucknow. New Royal Book Co.
- Gamma, Karl. (1985), The Handbook of Skiing, London. Pelham Books
- Negi, Sharad Singh. (2002), Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India, New Delhi. Indus Publishing Co.
- Robinet Jacob. (2013), Places of Touristic Interest in India, New Delhi. Abhijeet Publications.

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24BTM402SE01
TOUR GUIDING SKILLS

Evaluation: Formative Assessment (75 Marks)

Duration: 3 hours

Credits: 03

Learning objective:

1. This course has been designed to inculcate among students tour guiding & escorting skills and prepare them to offer best services to tourists- our honoured guests.
2. Identify guide and escort
3. Explain the responsibilities of a guide and an escort
4. Discuss the skills and techniques to be a successful guide

Learning outcomes

- 1: Understand the various concepts related to tours and tour guiding, tour guiding as an emerging business and role and importance of hygiene in conducting operations as a tour guide.
- 2: Various techniques used by the tour operators during conduct of the tours and how can he emerge as a leader in the process.
- 3: Understand the social responsibilities and their importance in various tour operations.
- 4: Understand the various procedures to be carried out for conducting successful tour, planning and organising of tours.

Unit I : Introduction to Tour Guide & Guiding

The tour Guide- Meaning and importance, early history, public perception, the business of guiding, organizing a guiding business.

Unit II : Tour Guiding Techniques

The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

Unit III : Role & Responsibilities of Tour Guides

The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.

Unit IV: Process of Conducting Tours

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.

Suggested Readings:

- Chowdhary, N.. (2013) Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Rabotic, B. (2010). Professional tourist guiding: The importance of interpretation for tourist experiences. In 20th Biennial International Congress: New Trends in Tourism and Hotel Management, 06-08.
- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. Encyclopedia of Ecotourism, 549-563. Branislav, R. (2010). Professional tour guiding: The importance of interpretation for tourist experiences. Tourism & Hospitality Management.
- Weiler, B., & Ham, S. H. (2002). Tour guide training: A model for sustainable capacity building in developing countries. Journal of Sustainable Tourism, 10(1), 52-69.
- Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. New York USA: Van Nostrand Reinhold Company.
- Prakash, M., & Chowdhary, N. (2010). What are we training tour guides for India? Turizam, 14(2), 53-65

Note:- Formative Assessment Model for Skill Enhancement Courses For Three Credits Theory

	Marks Distribution
Written test (2X10)	20
MCQ/Quizzes/Group Discussion (2 X 10)	20
Assignment /Case Study/Mini Project (2X10)	20
Seminar / Presentation	10
Attendance	05
Total	75

SEMESTER-III

Semester	Discipline-Specific Courses (DSC)- Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissert ation	Value Added Courses (VAC)	Total Credits
III	25BTM403D S01	25BTM401DS02				25BTM403SE01	Choose from the Central Pool of the University	22
	Tourism Geography @ 4 credits	Tourism Products of India (Natural) @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	Accounting Skills for Tourism @ 3 credits		

Minor(MIC)/Vocational (VOC) (*Offered by IHTM for other UTDs*) Cultural & Heritage Tourism Treasures of India (**25HTM403MI01**)

Multidisciplinary courses (MDC) (*Offered by IHTM for other UTDs*) Unveiling Incredible India: A Journey into Tourism and Hospitality (**25HTMX03MD01**)

25BTM403DS01

TOURISM GEOGRAPHY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning objective :

1. To help the students get acquainted with the fundamentals of Geography, climatic regions of world and International Date Line.
2. To enable the students to understand the relationship of geography and Tourism and to make aware the students about various Tourism Models.
3. To provide the students the first hand knowledge about Political and Physical features of World Geography
4. To develop the understanding regarding the Indian Geography including Physical and Political features of Indian Subcontinent and to enlighten them about climatic conditions prevailing in India

Learning Outcomes:

1. Student will be able to understand fundamentals of Geography, climatic regions of world and International Date Line.
2. To understand the importance and scope of geography in tourism.
3. Get awareness about the Political and Physical features of World Geography
4. Students will be able to acquire the knowledge about Physical and Political features of Indian Geography and to apply the knowledge of climatic conditions prevailing in India in designing tour itineraries.

Unit I : Introduction to Tourism Geography

Fundamentals of geography, climatic regions of the world, study of maps, Latitude, longitude, International Date Line.

Unit II :Importance of Tourism Geography

Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models.

Unit III :Political and Physical Features of World Geography

Political and Physical features of World Geography: America, South America, Europe, Asia, Africa and Australia.

Unit IV :Political and Physical Features of Indian Geography

Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.

Suggested Readings:

- Robinson, HA, 'A Geography of Tourism'
- Burton, Rosemary, 'The Geography of Travel & Tourism'
- Boniface B. and Cooper C, 'Geography of Travel and Tourism'
- McDonalds and Evans, 'A geography of Tourism'
- Encyclopedia of World Geography
- India, Lonely Planet Publication
- Travel Information Manual, IATA, Netherland, 2006
- ATLAS
- Blue and Red OAG, IATA, Geneva, 2006
- Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999

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25BTM403DS02

TOURISM PRODUCT OF INDIA (NATURAL)

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To gain a broad understanding of India's geographical, climatic, and natural features, and their impact on tourism.
2. To delve into the tourism significance of the Northern Mountain ranges, including religious, hill station, and adventure tourism.
3. To investigate the cultural, religious, and adventure tourism aspects of the deserts and central plains.
4. To comprehend the tourism relevance of the Indian Peninsula and coastal regions, including religious, cultural, and beach tourism.

Learning Outcomes:

1. Upon completion, students will be able to articulate an understanding of India's diverse geography, climate, vegetation, wildlife, and tourism appeal.
2. Students will be able to discuss and analyze the tourism significance of the Northern Mountain ranges.
3. Students will be able to explain the tourism aspects of the deserts and central plains.
4. Students will be able to evaluate the tourism relevance of the Indian Peninsula and coastal regions.

Unit I: Introduction to India

- **General Overview:** Learn about India's states, capitals, physiographic units, seasons, and climatic regions, and understand their impacts on tourism.
- **Natural Vegetation & Wildlife:** Explore the diverse vegetation and wildlife of India and its significance for wildlife tourism.
- **India: A Destination for All Reasons & Seasons:** Understand the country's appeal as a year-round destination.

Unit II: The Northern Mountains

- **Introduction to the Himalayas & Other Ranges:** Learn about the Himalayas and other mountain ranges, and their significance for religious, hill station, and adventure tourism.

- **Case Studies:** Detailed study of tourism in Srinagar, Shimla, Nainital, Darjeeling, and Gangtok.

Unit III: The Central Plains

- **Introduction to Deserts & Central Plains:** Understand the role of deserts and central plains in cultural, religious, and adventure tourism.
- **Case Studies:** Detailed study of tourism in Amritsar, Jaipur, Delhi, Lucknow, and Kolkata.

Unit IV: The Peninsula and the Coastal Plains and Islands

- **Features of the Indian Peninsula:** Explore the general features of the Indian Peninsula and their significance for tourism.
- **Features of the Coastal Regions:** Understand the features of India's coastal regions, and their importance for religious, cultural, and beach tourism.
- **Case Studies:** Detailed study of tourism in Hyderabad, Bangalore, Ooty, Mumbai, Goa, and Andaman & Nicobar Islands.

Suggested Readings:

- "India: A Sacred Geography" by Diana L. Eck, Publisher: Harmony
- "India: A Travel Guide" by Michael Benanav, Publisher: Lonely Planet
- "Mountains of the God: Spiritual Ecology of Himalayan Region" by Trilochan Singh Josh, Publisher: Indus Publishing Company
- "The Plains of North India" by R. K. Gupta, Publisher: Concept Publishing Company
- "India's Western Coast - Peoples, History, Cultures" by AparnaKapadia, Publisher: Cambridge University Press

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25BTM403SE01

ACCOUNTING SKILLS FOR TOURISM

Evaluation: Formative Assessment (75 Marks)

Duration: 3 hours

Credits: 03

Learning Objectives

1. Understand fundamental accounting concepts, including business transactions, accounting functions, and principles.
2. Learn principles of the double entry system and practical application in journal entries, ledgers, and subsidiary books.
3. Analyze components of financial statements and learn preparation and presentation of final accounts.
4. Explore concepts of depreciation, reserves, provisions, and computer applications in financial statement preparation.

Learning Outcomes

After completing the course students will be able to

1. Explain fundamental accounting concepts and the importance of accounting principles.
2. Demonstrate proficiency in the double entry system and preparation of journal entries, ledgers, and subsidiary books.
3. Prepare and present basic financial statements, including trial balances and final accounts.
4. Understand and apply depreciation, reserves, and provisions, utilizing computer applications for financial statements.

Unit I: Accounting Theory

Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.

Unit II: Account Records

Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books– Cash, Sales & Purchase books, Bank Reconciliation statement.

Unit III: Financial Statement

Basic Financial Statements, Trial Balance, Preparation of Final Accounts Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,

Unit IV: Depreciation Reserves and Provisions

Meaning, basic Methods, Computer Application Preparation of Records and Financial statements

Suggested Readings:

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, First 1999 Kalyani
- Hotel Accounting Earnest B. Horwath & Luis Toth
- Uniform System of Accounts, Publisher: EIAH & LA, USA
- Hotel Accounting & Financial Control By Ozi A.D' Cunha & Gleson O. D'
- Cunha Publisher: Dicky, sEnterprize, Kandivali, Mumbai
- Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River New Jersey
- Accounting for Management, S K Bhattacharya, Vikas Publishing House
- Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons
- Accounting in Hotel & Catering Industry – Richard Kotas- Four – 1981-
- International Textbook Company
- Comprehensive Accountancy, SA Siddiqui
- A complete Course in Accounting Volume – I, N.D. Kappor
- Double – Entry Book- Keeping, Rc. Chawla & C. Juneja

Note:- Formative Assessment Model for Skill Enhancement Courses For Three Credits Theory

	Marks Distribution
Written test (2X10)	20
MCQ/Quizzes/Group Discussion (2 X 10)	20
Assignment /Case Study/Mini Project (2X10)	20
Seminar / Presentation	10
Attendance	05
Total	75

SEMESTER-IV

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
I V	25BTM404 DS01	25BTM404 DS02	25BTM404 DS03	25BTM404 DS04	25 HTM 404MV01/ 24VCHSH44UG	----		----		24
	Special Interest Tourism @ 4 credits	Tourism Products of India (Cultural) @ 4 credits	Transport Management @ 4 credits	Management : Principles & Practices @ 4 Credits	Home Stay Host -I @ 4 Credits		Choose from the Central Pool of the University @ 2 credits		Choose from the Central Pool @ 2 credits	

Students exiting the programme after fourth semester and securing 94 credits including 4 credits of summer internship will be awarded UG Diploma in the relevant Discipline/subject

25BTM404DS01

SPECIAL INTEREST TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the concept, features, significance, and scope of Special Interest Tourism (SIT) and the factors responsible for its growth.
2. Learn how to develop SIT by understanding the market, analyzing potential, designing products, and assessing key factors like accessibility and attitudes.
3. Explore various types of SIT including adventure tourism, agri-tourism, ancestry tourism, cultural tourism, cinematic tourism, dark tourism, eco-tourism, food tourism, gambling tourism, photographic tourism, wedding tourism, and wine tourism.
4. Understand the management needs and latest trends in special interest tourism.

Learning Outcomes

After completing this course students will be able to:

1. Explain the concept, features, significance, and scope of SIT and identify the factors contributing to its growth.
2. Demonstrate the ability to develop and design SIT products by understanding market needs and incorporating key factors such as product attractions and accessibility.
3. Identify and describe various types of SIT and their unique characteristics and attractions.
4. Manage SIT operations and evaluate emerging trends and issues, applying the latest knowledge and practices in special interest tourism.

Unit 1

Understand the concept of Special Interest Tourism (SIT), Features and Significance of SIT, Scope of Special Interest Tourism, Understand the factors responsible for the growth of Special Interest Tourism,

Unit 2

Developing SIT, Understanding Market, Analyzing Potential, Designing SIT, Product Attractions, Accessibility, A Key Factor, Attitudes: Characteristic Features.

Unit 3

Types of Special Interest Tourism (SIT)- Adventure tourism, Agri tourism, Ancestry tourism, Cultural Tourism, Cinematic Tourism, Dark Tourism, Eco Tourism, Food Tourism, Gambling Tourism, Photographic Tourism, Wedding Tourism, Wine Tourism.

Unit 4

Understanding the management needs and issues of special interest tourism, latest trends in special interest tourism

Suggestive Readings:

1. "Special Interest Tourism" by Norman Douglas, Ngaire Douglas, RosDerrett (2001, John Wiley & Sons Australia, Ltd)
2. "Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill (2013, Pearson)
3. "The SAGE Handbook of Tourism Studies" edited by Tazim Jamal and Mike Robinson (2009, SAGE Publications)
4. "Marketing for Tourism and Hospitality" by Philip Kotler, John T. Bowen, James Makens, SeyhmusBaloglu (2016, Pearson)
5. "The Business of Tourism" by J. Christopher Holloway, Claire Humphreys (2019, Pearson)
6. "Tourism Management: An Introduction" by Clare Inkson, Lynn Minnaert (2012, SAGE Publications)
7. "Adventure Tourism: The New Frontier" edited by Colin Beard, John Swarbrooke, Suzanne Leckie, Gill Pomfret (2012, Routledge)
8. "Cultural Tourism: Global and Local Perspectives" edited by Greg Richards (2007, Routledge)
9. "Dark Tourism and Place Identity: Managing and Interpreting Dark Places" by Leanne White, Elspeth Frew (2013, Routledge)
10. "Eco-Tourism" by David A. Fennell (2014, Routledge)
11. "Food Tourism: A Practical Marketing Guide" by John Stanley, Linda Stanley (2014, CABI)
12. "Wine Tourism Around the World" edited by C. Michael Hall, Liz Sharples, Brock Cambourne, NikiMacionis (2000, Routledge)
13. "Sustainable Tourism: Principles, Contexts and Practices" by David A. Fennell (2015, Routledge)
14. "Tourism Management Dynamics: Trends, Management and Tools" edited by DimitriosBuhalis, Carlos Costa (2006, Routledge)
15. "Innovative Approaches to Tourism and Leisure" edited by Vicky Katsoni, MarivalSegarra-Oña (2019, Springer)

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25BTM404DS02

TOURISM PRODUCTS OF INDIA (CULTURAL)

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the definitions, concepts and terminologies of culture and its useful relationships with Indian tourism.
2. Students are given knowledge about various Indian Architecture attractions which are very vital in tourism development with special reference to Ajanta, Ellora, Sanchi, Khajuraho, Sun temple of Konark, temple at Thanjavur, TajMahal etc.
3. To provide the students the first- hand knowledge about the Classical Dances and classical Music of India.
4. Provides a thorough knowledge about the Major Fairs and festivals of India and their significance for tourism with special reference to Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival, Surajkund Craft fair, International Trade Fair etc.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge and skills to identify cultural tourism products of India.
2. Students will be able to gain and apply the knowledge of various types of attraction based on Indian architecture.
3. Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.
4. They will be able to explore major fairs and festivals of India and their importance for promoting tourism in India.

Unit I

Introduction to Culture: Culture: Concept and its essential Features, Indian Culture: Fundamentals of Indian Culture; Indian culture through the Ages, Culture and tourism relationship with special reference to India

Unit II

Indian Architecture – I: Buddhist Architecture: Ajanta, Ellora and Sanchi, Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram and Brihadisvara temple at Thanjavur, Medieval Architecture: Taj Mahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar

Unit III

Dances and Music of India: Classical Dances of India, Classical Music of India

Unit IV

Major Fairs and festivals of India and their significance for tourism Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi,

Suggested Readings

- Introduction to India: Culture and Traditions of India: India Guide Book Kindle Edition by Shalu Sharma
- Indian Culture & Heritage: Indian Culture, Heritage, History, Arts, Architecture & Tourism by Anurag Mathur
- Indian Cultural Heritage Perspective For Tourism By L. K. Singh
- Religious Journeys in India: Pilgrims, Tourists, and Travelers edited by Andrea Marion Pinkney, John Whalen-Bridge.
- Tourism Products by Robinet Joseph and Anoop Philip
- Cultural Tourism & Development by Romila Chawla
- Tourism Statistics at a glance 2019, Ministry of Tourism, Government of India

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25BTM404DS03

TRANSPORT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and significance of transportation system in India and to enlighten them about the historical growth and development of the transportation with its linkages.
2. To enable the students to understand the significance of transport for tourism and to make aware the students about various career prospects in different modes of transportation.
3. To provide the students the first- hand knowledge to start up their own entrepreneurship in the field of transport.
4. To develop the understanding regarding the significant role of various modes of transportation for promotion of tourism in India.

Learning Outcomes

After the completion of the course the students will be able to:

1. To understand the importance of transportation in Tourism.
2. To understand the relationship between transport and tourism.
3. To review the various transportation modes and the factors influencing the development and choice determination.
4. To introduce the fundamentals of transportation management. To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

Unit-I

History of different modes of transportation Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

Unit-II

Airlines & tourism: history of airlines' in India. Role of airlines in tourism promotion: recent policies regarding airlines, Problems of airlines business.

Unit-III

Growth and development of surface transport in India, importance of surface transportation.
Infrastructural basis for surface transport ..

Unit-IV

Railway & tourism: history & present status of Indian railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway.

Suggested Readings:

- JagmohanNegi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
- www.indianrailways.gov.in
- www.irctc.co.in
- www.dorth.gov.in
- www.morth.nic.in

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25BTM404DS04

MANAGEMENT : PRINCIPLES & PRACTICES

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To understand the nature and functions of management, evolution of management thinking and recent trends in management thought in Hospitality and Tourism Industry.
2. To make the students understand planning and types of plans, decision making process, MBO and forecasting.
3. To acquaint the students with principles of organizing, delegation and organizational structure and its forms.
4. To make students understand the concept of motivation and its theories, concept of communication, leadership styles and skills and controlling.

Learning Outcomes:

After the completion of the course students will be able to:

1. Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.
2. Apply the knowledge pertaining to planning, decision making process and forecasting.
3. Acquire knowledge pertaining to organizing, delegation and its benefits and various forms of organizational structure.
4. Apply the knowledge regarding motivating employees, communication with employees and leadership skills and styles.

Unit 1

Concept and Nature of Management: Concept & Definitions, Features of Management, Management As Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management Thought Approaches To Management (Classical, Behavioural, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends In management Thought.

Unit 2

Planning – Process and Types, Decision Making Process, Management By Objectives (MBO), Forecasting

Unit 3

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships

Unit 4

Motivation – Concept and concept and content theories, Communication – Process, Barriers and types, Leadership – concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling

Suggested Readings:

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India
- Essential of Management Koontz & Wrihrich Tata McGraw – Hill Publishing Co. Ltd.
- Essentials of Management – Chatterji and by Koontz & O'donnel
- Fundamentals of Management – J.S. Chandran Principles of Mgt.- P.N, Reddy
- Management – Stoner & Freeman
- Management and Organization – M. Louis Allen Management Theory and Practice- Earnest Dale
- Management Stoner, Freeman & Gilbert Prentice Hall of India Pvt Ltd
- Management Tasks – Peter F Drucker Management Process – Davar R
- Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
- Management Today: Principles and Practice – Burton, Jene, Tata McGraw Hill Publishing Co. Ltd

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

SEMESTER-V

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship	Value Added Courses (VAC)	Total Credits
V	26BTM405D S01	26BTM405D S02	26BTM405DS 03	26BTM405D S04	26 HTM 405MV01/ 24VCHSH54 UG	----	----	26BTM405IN01 Internship [#] @ 4 credits	----	24
	Tourism Policy of India @ 4 credits	Tourism Product of India (Religious) @ 4 credits	Major Destinations of the World-I @ 4 credits	Human Resource Management @ 4 credits	Home Stay Host-II @ 4 credits					

#Four credits of Internship earned by a student during summer internship after 2nd semester or 4th Semester will be counted in 5th Semester of a student who pursue 3 year UG Programmes without taking exit option.

26BTM405DS01

TOURISM POLICY OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand tourism policy planning, including roles of government, public, and private sectors, and tourism organizations at various levels.
2. Learn about national policy-making bodies, processes, and key tourism policy documents and action plans in India.
3. Explore tourism planning techniques, objectives, methods, steps, and factors influencing destination planning.
4. Investigate tourism planning methods at different levels and study features of five-year tourism plans in India.

Learning Outcomes

After completing this course students will be able to:

1. Explain tourism policy planning and the roles of government, public, and private sectors, and tourism organizations.
2. Evaluate national tourism policy-making bodies, processes, and key tourism policy documents in India.
3. Apply tourism plan formulation techniques and destination planning considering objectives, methods, and influencing factors.
4. Implement tourism planning methods at various levels and analyze features of five-year tourism plans in India.

Unit 1

Concept of Tourism Policy Planning Institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies.

Unit 2

National Administration and Tourism Policy Policy making bodies and its process at national levels; Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy - 1982, National Committee Report-1998, National Action Plan on Tourism – 1992, 2002 .

Unit 3

Background, Approach and Process of Tourism Planning Techniques of Plan Formulation; Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning; Destination life cycle concept.

Unit 4

Tourism planning at international, national, regional, state and local Methods of tourism planning; Important features of five year tourism plans in India; Elements, Agents, Processes and typologies of tourism development.

Suggested Readings:

1. Bezbarua, M.P(1999) Indian Tourism Beyond The Millenium, Gyan Publishing House
2. Burkart,&,Medlik (1981) Tourism; Past, Present and Future, Heinemann, London
3. Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy (1997) The Travel Industry, Wiley
4. Murphy, Peter H, (1985) Tourism:A Community Approach, Routledge, London
5. Donald E. Hawkins, Elwood L. Dhafer and James mRovelstad (1995) Tourism Planning and Development Issues, George Washington University, Washington DC.
6. Mason, P (2003) Tourism Impacts, Planning and Management, Taylor & Francis
7. Hawkins, D.E (1980) Tourism Planning and Development. George University Press, London
8. P.C. Sinha (1998) Tourism Planning, Anmol Publication Pvt. Ltd., New Delhi.
9. Badan, B.S. Bhatt, H (2007) Tourism Planning and Development, Commonwealth Publishers, New Delhi
10. Sharma, K.K (2004) Tourism and Economic Development. Sarup Book Publishers Pvt. Ltd, Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26BTM405DS02

TOURISM PRODUCT OF INDIA (RELIGIOUS)

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objective:

1. To help the students get acquainted with the concept, Definition and significance of Religious Tourism and to enlighten them about problem and prospects of religious tourism in India.
2. To enable the students to understand the teachings and philosophy of Hinduism Buddhism and Jainism and to make aware the students about theoretical and methodological aspects of study of religion and tourism.
3. To provide the students the first hand knowledge about basic features and philosophy of Islam and Christianity Religion in India
4. Provide a thorough knowledge about the major religious destination of India which is very vital in Tourism development.

Learning Outcomes:

1. Students will be able to gain the knowledge of various types of relations between religion and tourism.
2. Get awareness about the Philosophy of major religion in India as well as knowledge of chosen pilgrimage traditions and their interconnection with tourism.
3. Students will have acquired the knowledge of basic feature and geographical extent of major religion in India as well as familiarize them how to study the aspect of religion – tourism nexus.
4. Students will be able to gain and apply the knowledge of various religious destinations in India and their importance for promoting tourism in India.

Unit-I

Religious Tourism: An Overview, Religious Tourism: Concept, Definition and Significance
Trends and Pattern in Religious tourism in India Problems and Prospects of Religious Tourism in India

Unit-II

Major Religions in India – I: Hinduism (Vedic, Bhagvatism and Shaivism streams) basic features.
Buddhism and Jainism: Their teachings and Philosophy

Unit III

Major Religions in India – II: Islam and Christianity in India: Basic Features and geographical
Extent. Sikhism: Basic Features

Unit-IV

Major Religious Destinations of India: Hinduism: Four Dhams i.e. Badrinath, Rameshwaram,
Puri and Dwarka, Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and
Tirupati, Buddhism & Jainism : Bodh Gaya, Sarnath, Mount Abu, Palitana Islam, Christianity and
Sikhism: Ajmer, Goa and Amritsar.

Suggested Readings:

- 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

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26BTM405DS03

MAJOR DESTINATIONS OF THE WORLD-I

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the major cities and tourist attractions of Singapore, Malaysia, Thailand, Hong Kong, and China.
2. Learn about the major cities and tourist attractions of Australia, New Zealand, South Africa, Kenya, and Egypt.
3. Explore the major cities and tourist attractions of Turkey, Mauritius, Dubai, Tanzania, and the Philippines.
4. Gain knowledge of the major cities and tourist attractions of Nepal, Bhutan, Sri Lanka, Maldives, and Seychelles.

Learning Outcomes

After completing this course students will be able to

1. Identify and describe the major cities and key tourist attractions in Singapore, Malaysia, Thailand, Hong Kong, and China.
2. Identify and describe the major cities and key tourist attractions in Australia, New Zealand, South Africa, Kenya, and Egypt.
3. Describe the major cities and key tourist attractions in Turkey, Mauritius, Dubai, Tanzania, and the Philippines.
4. Describe the major cities and key tourist attractions in Nepal, Bhutan, Sri Lanka, Maldives, and Seychelles.

Unit 1

Major cities and tourist attractions of: Singapore, Malaysia, Thailand, Hongkong, China

Unit 2

Major cities and tourist attractions of: Australia, New Zealand, South Africa, Kenya, Egypt

Unit 3

Major cities and tourist attractions of: Turkey, Mauritius, Dubai, Tanzania, Philippines

Unit 4

Major cities and tourist attractions of: Nepal, Bhutan, Sri Lanka, Maldives, Seychelles

Suggestive Readings

1. "Lonely Planet Singapore" by Lonely Planet, Ray Bartlett (2019, Lonely Planet) <https://www.lonelyplanet.com/singapore>
2. "Lonely Planet Malaysia, Singapore & Brunei" by Lonely Planet, Brett Atkinson (2018, Lonely Planet) <https://www.lonelyplanet.com/malaysia>
3. "Lonely Planet Thailand" by Lonely Planet, Austin Bush (2022, Lonely Planet) <https://www.lonelyplanet.com/thailand>
4. "Lonely Planet Hong Kong" by Lonely Planet, Piera Chen (2018, Lonely Planet) <https://www.lonelyplanet.com/china/hong-kong>
5. "Lonely Planet China" by Lonely Planet, Damian Harper (2021, Lonely Planet) <https://www.lonelyplanet.com/china>
6. "Lonely Planet Australia" by Lonely Planet, Brett Atkinson (2022, Lonely Planet) <https://www.lonelyplanet.com/australia>
7. "Lonely Planet New Zealand" by Lonely Planet, Peter Dragicevich (2022, Lonely Planet) <https://www.lonelyplanet.com/new-zealand>
8. "Lonely Planet South Africa, Lesotho & Swaziland" by Lonely Planet, Simon Richmond (2018, Lonely Planet) <https://www.lonelyplanet.com/south-africa>
9. "Lonely Planet Kenya" by Lonely Planet, Anthony Ham (2018, Lonely Planet) <https://www.lonelyplanet.com/kenya>
10. "Lonely Planet Egypt" by Lonely Planet, Jessica Lee (2022, Lonely Planet) <https://www.lonelyplanet.com/egypt>
11. "Lonely Planet Turkey" by Lonely Planet, Jessica Lee (2021, Lonely Planet) <https://www.lonelyplanet.com/turkey>
12. "Lonely Planet Mauritius, Reunion & Seychelles" by Lonely Planet, Jean-Bernard Carillet (2019, Lonely Planet) <https://www.lonelyplanet.com/mauritius>
13. "Lonely Planet Dubai & Abu Dhabi" by Lonely Planet, Jessica Lee (2020, Lonely Planet) <https://www.lonelyplanet.com/united-arab-emirates/dubai>
14. "Lonely Planet Tanzania" by Lonely Planet, Mary Fitzpatrick (2018, Lonely Planet) <https://www.lonelyplanet.com/tanzania>
15. "Lonely Planet Philippines" by Lonely Planet, Greg Bloom (2022, Lonely Planet) <https://www.lonelyplanet.com/philippines>
16. "Lonely Planet Nepal" by Lonely Planet, Bradley Mayhew (2022, Lonely Planet) <https://www.lonelyplanet.com/nepal>
17. "Lonely Planet Bhutan" by Lonely Planet, Bradley Mayhew (2017, Lonely Planet) <https://www.lonelyplanet.com/bhutan>
18. "Lonely Planet Sri Lanka" by Lonely Planet, Ryan VerBerkmoes (2018, Lonely Planet) <https://www.lonelyplanet.com/sri-lanka>
19. "Lonely Planet Maldives" by Lonely Planet, Tom Masters (2018, Lonely Planet) <https://www.lonelyplanet.com/maldives>
20. "Lonely Planet Mauritius, Reunion & Seychelles" by Lonely Planet, Jean-Bernard Carillet (2019, Lonely Planet) <https://www.lonelyplanet.com/seychelles>

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26BTM405DS04

HUMAN RESOURCE MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help the students understand the concept of HRM, its scope and functions in Hospitality and Tourism Industry with a focus on contemporary issues in HRM
2. To accredit the students with the various functions of HRM like HRP, recruitment, selection, induction, outplacement etc. To make them learn the importance of employee welfare and maintenance.
3. To enable the students understand the various methods of training and executive development and the concept of transfer and promotion.
4. To acquaint the students with the most important functions of HRM like compensation, performance appraisal and various latest methods used for the same.

Learning Outcomes:

After the completion of the course students will be able to:

1. Understand the role and importance of Human Resource Management in Hospitality and Tourism Industry-. They will also be able to recognize the challenges faced by HRM in Hospitality and Tourism Industry.
2. Gain the knowledge about the selection and recruitment procedure used by companies in Industry and also understand the importance of induction, outplacement and welfare facilities provided by the employer to its employees.
3. Acquire the knowledge regarding training and development methods and importance of transfers and promotion.
4. To apply the knowledge pertaining to compensation and performance appraisal methods in the Industry.

Unit I

Concept of HRM and HRD; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM

Unit II

Job, role and competence analysis; human resource planning; recruitment and selection; induction; redundancy, outplacement and dismissal; maintenance and welfare activities – employee health and safety, fatigue and welfare activities

Unit III

Training and its methods; Executive development and its techniques Career management; transfer and promotion

Unit IV

Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments, performance appraisal; 360 degree feedback.

Suggested Readings:

- Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal Singh
- Principal and Techniques of Personnel Management Human Resource Management – Dr. JagmohanNegi
- Human Resource Development Practice in Travel and Tourism – S.C. Bagri

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

SEMESTER-VI

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship	Value Added Courses (VAC)	Total Credits
VI	26BTM406D S01	26BTM406D S02	26BTM406DS 03	26BTM406 DS04	26 HTM 406MV01/ 24VCHSH64 UG	----	----	26 BTM 406 SE01	----	22
	Hotel & Resort Management @ 4 credits	Sustainable Tourism @ 4 credits	Major Destinations of the World-II @ 4 credits	Tourism Marketing @ 4 credits	Home Stay Host-III @ 4 credits			Digital Tools in Tourism for Success @ 2Credits		

Students will be awarded 3-year UG Degree in relevant major Discipline/Subject upon securing 136 credits.

26BTM406DS01

HOTEL & RESORT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the principles, concepts, organization, classification, and regulatory guidelines of the hotel industry.
2. Learn front office techniques, including reservation, reception, registration, guest handling, billing, and departure activities.
3. Explore banquet and convention management, including meeting arrangements and the role of hotel associations.
4. Gain knowledge of resort management, including planning, development, and key elements of a resort complex.

Learning Outcomes

After completing this course students will be able to

1. Explain the principles, organization, classification, and regulatory guidelines of the hotel industry.
2. Demonstrate front office techniques, including reservation, reception, guest handling, and departure activities.
3. Organize and manage banquets, conventions, and understand the role of hotel associations.
4. Describe resort management, including planning, development, and the key elements of a resort complex.

Unit I

Definition, size and scope of Hotel Industry, Principles and concepts of Hotel and its objectives, organization, departments and classification of Hotels, star categorization, types of rooms and types of plan- License, Permits and regulatory condition and guidelines for hotel

Unit II

Front Office Techniques- Front office lay out and activities, guest Activities in hotel reservation, role of reception-Forecasting room Availability, registration procedure, handling guests on arrival, Food and Beverages, Billing and departure activities, Group Handling, Role of Front Office Manager and Personnel

Unit III

Banquet Function, Convention Halls, Meeting room- Arrangement for General and business meetings, organizations and procedure for Arrangement of conferences, exhibitions, and outdoor

catering. National and International Hotel Associations and their operation, incentives and subsidies extended to Hotel in tourist areas

Unit IV

Resort Management- Historical perspective, Indian scenario, basic Characteristics, phases of resort planning and development, trends and Factors in development, Trends and factors in developed tourist markets Leading to growth to resort concept, basic element of a resort complex- Lodging facilities, land escaping, Dining and Drinking facilities, Family Oriented services, shops and entertainment services

Suggested Readings:

- Boardman R.D. Hotel, catering costing, and Budgets, 1975,
- Heinemann, London.
- Burstein Harnery, Management of Hotels and Motels 1980 Marcil
- Dekker Inc.
- Negi Jagmohan – Tourism and Hoteliering 1982 Gitanjali Publishing
- House, New Delhi.
- Negi Jagmohan, Principles of Grading and Classification of Hotels.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26BTM406DS02

SUSTAINABLE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the meaning, definition, scope, and development components of sustainable tourism.
2. Analyze key issues in sustainable tourism development, including ecotourism, carrying capacity, and fair pricing.
3. Evaluate the environmental, economic, and social dimensions of sustainable tourism.
4. Identify the roles of public sector bodies, local authorities, tourism industry, voluntary organizations, host communities, media, and tourists in sustainable tourism.

Learning Outcomes

After completing this course students will be able to:

1. Apply principles of sustainable tourism and make ethical and socially responsible decisions in tourism management.
2. Develop strategies to address key issues like ecotourism, carrying capacity, and promote community involvement in sustainable tourism.
3. Assess the environmental, economic, and social impacts of tourism activities and propose mitigation measures.
4. Engage effectively with key actors in sustainable tourism to promote sustainable tourism development and practices.

Unit I: Sustainable Tourism

Meaning, definition, and scope, sustainable tourism development components, major issues in understanding sustainable development, principles of sustainable tourism management aspects of ethics and social responsibility of key stakeholders.

Unit II: Key Issues of Sustainable Tourism Development

Ecotourism, carrying capacity, de-marketing, fair pricing, transportation, education. role of the industry, the roles of public and private sectors, community involvement, and local control, along with their linkages.

Unit III: Dimensions of Sustainable Tourism

Environmental, economic, and social aspects, Environment-scope of the concept of environment, major potential impacts of tourism on environment, Economic Dimension-scope of the concept, 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

Unit IV: Key Actors in Sustainable Tourism

Public sector, government bodies, local authorities, Tourism industry, voluntary organisations host community, Media, and tourists Books

Suggested Readings:

1. Swarbooke, J-sustainable Tourism Management-Rawat publication, Jaipur
2. William Theobald-Global 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.
5. <http://www.unep.fr/shared/publications/pdf/DTx0592xpA-TourismpolicyEfv.pAf>.
6. http://www.nwhf.no/files/File/culture_fulltext.pdf
7. http://www.rainforest-alliance.org/tourism/documents/tourism_practices_guide.pdf
8. http://unctad.org/en/Docs/ditctnd20065_en.pdf
9. 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%20sustainableTo20Tourism%20Handbook.pdf

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26BTM406DS03

MAJOR DESTINATIONS OF THE WORLD-II

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Explore the major cities and tourist attractions in the United Kingdom, France, Netherlands, Belgium, and Italy.
2. Investigate the major cities and tourist attractions in Germany, Switzerland, Austria, Greece, and Spain.
3. Examine the major tourist attractions in New York, Los Angeles, Las Vegas, Washington DC, and San Francisco.
4. Understand the major cities and tourist attractions in Canada, Mexico, Brazil, Argentina, and Peru.

Learning Outcomes

After completing this course students will be able to:

1. Identify and describe key tourist attractions in the United Kingdom, France, Netherlands, Belgium, and Italy.
2. Analyze and compare tourist attractions in Germany, Switzerland, Austria, Greece, and Spain.
3. Evaluate and present major tourist attractions in New York, Los Angeles, Las Vegas, Washington DC, and San Francisco.
4. Summarize key tourist attractions in Canada, Mexico, Brazil, Argentina, and Peru.

Unit 1

Major cities and tourist attractions of: United Kingdom, France, Netherlands, Belgium, Italy

Unit 2

Major cities and tourist attractions of: Germany, Switzerland, Austria, Greece, Spain

Unit 3

Tourist Attractions of Major Cities of USA: New York, Los Angeles, Las Vegas, Washington DC, San Francisco

Unit 4

Major cities and tourist attractions of: Canada, Mexico, Brazil, Argentina, Peru

Suggestive Readings:

1. "Lonely Planet Great Britain" by Lonely Planet, Neil Wilson (2019, Lonely Planet) <https://www.lonelyplanet.com/united-kingdom>
2. "Lonely Planet France" by Lonely Planet, Nicola Williams (2022, Lonely Planet) <https://www.lonelyplanet.com/france>
3. "Lonely Planet The Netherlands" by Lonely Planet, Catherine Le Nevez (2020, Lonely Planet) <https://www.lonelyplanet.com/netherlands>
4. "Lonely Planet Belgium & Luxembourg" by Lonely Planet, Mark Elliott (2020, Lonely Planet) <https://www.lonelyplanet.com/belgium>
5. "Lonely Planet Italy" by Lonely Planet, Cristian Bonetto (2022, Lonely Planet) <https://www.lonelyplanet.com/italy>
6. "Lonely Planet Germany" by Lonely Planet, Andrea Schulte-Peevers (2022, Lonely Planet) <https://www.lonelyplanet.com/germany>
7. "Lonely Planet Switzerland" by Lonely Planet, Nicola Williams (2022, Lonely Planet) <https://www.lonelyplanet.com/switzerland>
8. "Lonely Planet Austria" by Lonely Planet, Anthony Haywood (2020, Lonely Planet) <https://www.lonelyplanet.com/austria>
9. "Lonely Planet Greece" by Lonely Planet, Korina Miller (2020, Lonely Planet) <https://www.lonelyplanet.com/greece>
10. "Lonely Planet Spain" by Lonely Planet, Anthony Ham (2022, Lonely Planet) <https://www.lonelyplanet.com/spain>
11. "Lonely Planet New York City" by Lonely Planet, Regis St. Louis (2022, Lonely Planet) <https://www.lonelyplanet.com/usa/new-york-city>
12. "Lonely Planet Los Angeles, San Diego & Southern California" by Lonely Planet, Brett Atkinson (2020, Lonely Planet) <https://www.lonelyplanet.com/usa/los-angeles>
13. "Lonely Planet Las Vegas" by Lonely Planet, Bradley Mayhew (2021, Lonely Planet) <https://www.lonelyplanet.com/usa/las-vegas>
14. "Lonely Planet Washington, DC" by Lonely Planet, Karla Zimmerman (2020, Lonely Planet) <https://www.lonelyplanet.com/usa/washington-dc>
15. "Lonely Planet San Francisco" by Lonely Planet, Alison Bing (2022, Lonely Planet) <https://www.lonelyplanet.com/usa/san-francisco>
16. "Lonely Planet Canada" by Lonely Planet, Korina Miller (2022, Lonely Planet) <https://www.lonelyplanet.com/canada>
17. "Lonely Planet Mexico" by Lonely Planet, Brendan Sainsbury (2020, Lonely Planet) <https://www.lonelyplanet.com/mexico>
18. "Lonely Planet Brazil" by Lonely Planet, Regis St. Louis (2022, Lonely Planet) <https://www.lonelyplanet.com/brazil>
19. "Lonely Planet Argentina" by Lonely Planet, Isabel Albiston (2020, Lonely Planet) <https://www.lonelyplanet.com/argentina>
20. "Lonely Planet Peru" by Lonely Planet, Carolyn McCarthy (2020, Lonely Planet) <https://www.lonelyplanet.com/peru>

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26BTM406DS04

TOURISM MARKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

Learning Outcomes:

After the completion of the course students will be able to:

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

Unit I

Introduction to Marketing: Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior: Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

Unit III

Distribution Channels, Product Pricing and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

Unit IV

Public Relations, Sales Promotions and Integrated Marketing Communication: The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar
- Services Marketing – Zeithaml and Mary Jo Bitner Publisher: McGraw Hill
- Service Marketing - Woodruff Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V. Verma, Professional Manager's Library, Global Business Press
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, - Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudelius, TMH, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26BTM406SE01

DIGITAL TOOLS IN TOURISM FOR SUCCESS

Evaluation:Formative Assessment (50 Marks)

Duration: 3 hours

Credits: 02

Course Objectives:

1. **Understand the Digital Transformation in Tourism:** Grasp the comprehensive digital transformation in tourism.
2. **Explore Key Digital Technologies:** Familiarize with websites, mobile apps, and social media in tourism.
3. **Learn Fundamentals of Digital Marketing:** Gain foundational knowledge of digital marketing for tourism.
4. **Examine Emerging Technologies and Trends:** Explore VR, AR, AI, and future trends in tourism.

Course Outcomes:

1. **Comprehend the Role of Digital Tools:** Explain the significance and impact of digital tools in tourism.
2. **Utilize Key Digital Technologies:** Use websites, mobile apps, and social media to enhance tourism services.
3. **Apply Digital Marketing Strategies:** Develop and implement digital marketing strategies for tourism.
4. **Analyze and Adopt Emerging Technologies:** Analyze and incorporate VR, AR, and AI into tourism planning.

Unit 1: Introduction to Digital Tools in Tourism

Overview of Digital Transformation in Tourism: Definition and significance of digital tools in tourism, Evolution and impact on the tourism industry. **Key Digital Technologies:** Websites and mobile applications, Social media platforms (Facebook/Twitter/Instagram/Snapchat etc.) and their role in tourism. LinkedIn and professional applications

Unit 2: Digital applications in Tourism

WhatsApp & WhatsApp Business, Telegram, Meta, Social media platforms, (Facebook/Twitter/Instagram/Snapchat etc.) and their role in the tourism industry

Unit 3: Fundamentals of Digital Marketing

Basics of digital marketing, Importance of digital presence for tourism businesses. **Social Media and Content Marketing:** Effective use of social media platforms, Creating engaging content and blogging for tourism promotion.

Unit 4: Emerging Technologies and Trends

Virtual and Augmented Reality: Basics of VR and AR., Applications of VR and AR in enhancing tourism experiences. **Artificial Intelligence and Future Trends:** Introduction to AI and chatbots, Overview of future trends in digital tourism.

Activity:

- Visit Incredible India Portal and explore the applications of digital tools from Tourist Perspective.
- Visit two tourism & travel portals along with their Apps and explore the applications of digital tools from Tourist Perspective.

Recommended Reading:

1. Buhalis, D. (Ed.). (2019). **"Tourism Management: Dynamics, Challenges, and Tools."**
2. Egger, R., & Buhalis, D. (2008). **"eTourism Case Studies: Management and Marketing Issues in eTourism."**
3. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). **"Smart Tourism: Foundations and Developments."**
4. Leung, R., Law, R., van Hoof, H., & Buhalis, D. (2013). **"Social Media in Tourism and Hospitality: A Literature Review."**

Note:- Formative Assessment Model for Skill Enhancement Courses For Two Credits Practical

	Marks Distribution
Regular assessment through observation and class discussion	10
Lab work (practical file)/Field work (Report)/Mini Project	20
Seminar/Presentation (2 X 7.5)	15
Attendance	05
Total	50

SEMESTER-VII

Semester	Discipline-Specific Courses (DSC)-Major					SEC 4/ MIC7 (VOC)/ Internship	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Dissertation/ Project Work	Value Added Courses (VAC)	Total Credits
VII	24ITM201 DS01	24ITM201 DS02	24ITM201 DS03	24ITM201 DS04	24ITM201 DS05	24ITM201M V01	----	----	----	----	24
	Itinerary Planning & Tour Packaging <i>@</i> 4 credits	Field Tour- I <i>@</i> 4 credits	Eco Tourism <i>@</i> 4 credits	Airlines Ticketing <i>@</i> 4 credits	Tourist Behavior <i>@</i> 4 credits	Event Management <i>@</i> 4 credits					

24ITM201DS01

ITINERARY PLANNING & TOUR PACKAGING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept & importance of Itinerary planning
2. To enable the students to understand the concept and design of tour packages
3. To provide the students the first-hand knowledge of tour costing & pricing
4. To develop the understanding regarding operations of Tour Packages

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of Itinerary Planning & Development.
2. To acquire the skills to design & develop the package tours.
3. To develop the competencies related to do the costing of various kinds of tour packages.
4. To develop the competencies related to the operational aspects of tour packaging.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Unit II

Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Classifications of Tour Packages on the basis of operation, Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

Unit III

Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price, Costing of tour packages of FIT, GIT and Inbound Tours.

Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel.

Suggested Readings

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday. S, Biwal.A&Joshi.V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24ITM201DS02

FIELD TOUR -1

Evaluation: Formative Assessment (100 Marks)

Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes

- | | |
|-----|---|
| CO1 | It helps students gain firsthand information regarding Destination/Event/Travel Company |
| CO2 | Helps them to see their future place in working world. |
| CO3 | This helps the students to build their own itineraries and do the costing |
| CO4 | Helps to understand the do's and don'ts of the destination/event |

The students will go for a field tour to destinations in Haryana or Delhi. The Institute/Department/College shall decide and make necessary arrangements for the same through DSW/Director/Principal. Two Faculty members and/or Research Scholars (M/F) shall be assigned. However, the costs shall be borne by the students. After visiting the destination the student will submit a detailed report. The submitted report will be evaluated by an external examiner followed by a viva voce examination. The students shall also promote the same on various social media platforms tagging the destinations and promoting the same as a part of National Tourism Youth Club M.D University Chapter.

Note: The Field Tour Report should include the following

- Detailed Tour Itinerary
- Brief about the Destination
- Various Attractions of the Destination
- Costing Details
- USP of the Destination
- Learning from the Visit

Following points must be taken into consideration while preparing the report

- All the report should be typed in Times New Roman
- Headings should be at 14 points and Should be Bold
- Main body should be at 12 points
- All the report should be Justified

Formative Assessment Model for UG/PG Practical Course

	Marks Distribution
Regular assessment through observation and class discussion	20
Lab work (practical file) field work (report) Portfolio	30
Assignment/Case study/Mini project (3X10)	30
Seminar/Presentation (2X7.5)	15
Attendance	05
Total	100

24ITM201DS03

ECO TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of ecotourism and its significance in tourism growth.
2. To familiarize the students and to use the theoretical knowledge to manage ecotourism resources and to make aware the students about ecotourism resources in India such as National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.
3. To understand the Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, and have in-depth knowledge about ecotourism through case-studies.
4. To develop the understanding about Eco Tourism and Development through Community awareness and participation and to comprehend the students regarding environmental, socio-cultural and economic conservation.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Gain the Knowledge about ecotourism concept, principles and significance.
2. To obtain information regarding various Eco Tourism Resources in India and how to manage ecotourism sites.
3. Get awareness about the Guidelines provided for ecotourism development for government, for developers and operators, for visitors and for host population and be familiar with the model ecotourism projects.
4. Recognise the environmental, socio-cultural and economic conservation through ecotourism and be aware of Community participation in ecotourism.

Unit I

Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism

Unit II

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

Unit III

National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, Eco safe practices Case Studies- Bangaram Islands and Kerala

Unit IV

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

Suggested Readings:

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies,
- John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24ITM 201DS04

AIRLINES TICKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To acquaint the students about the basic airlines geography, calculation of flight timings and role and significance of various associations related to aviation industry at global and National level.
2. To make the students understand about the historical perspective as well as current status of aviation industry in India, the procedure of e-ticketing and fare calculation.
3. To provide the information about various IATA code, travel documentations and travel formalities.
4. To help students get acquainted with various software like Galelio, Amadeus etc. used for ticketing.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of flying time calculation and structure of aviation industry at national and global level
2. To acquire the skills of e-ticketing and fare calculation.
3. To enhance the competencies of the students in travel documentation and formalities
4. To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus.

Unit I

Airlines Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time, Aviation Organization: IATA and ICAO

Unit II

Familiarization with OAG- 3 letters city code and airport code, airline Designated code, minimum connecting time, global indicator, Familiarization with air tariff: currency regulations, NUC conversion Factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention

Unit III

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Mileage principal, EMA, EMS, One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check (BHC) Add –ons. General limitations on Indirect Travel, Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Unit IV

Airlines Reservation System – CRS- Comparative study of different CRS System

Suggested Readings:

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH
- Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- JagmohanNegi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC & OAG Guide, TIM Air Tariff

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24ITM201DS05

TOURIST BEHAVIOR

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand the key concepts and factors influencing tourist behavior.
2. Analyze the theories and models related to tourist perception, learning, and attitude formation.
3. Explore the impact of cultural differences on tourist behavior and cross-cultural interactions.
4. Evaluate the tourist decision-making process and its implications for tourism marketing.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Explain the fundamental concepts and factors affecting tourist behavior.
2. Apply theories and models to analyze tourist perception, learning, and attitude changes.
3. Assess the influence of cultural differences on tourist behavior and address cross-cultural challenges.
4. Analyze and evaluate the decision-making process of tourists and its impact on marketing strategies.

Unit 1

Introduction: Concept of tourist behavior; importance of understanding tourist behavior; factors affecting tourist behavior; models of tourist behavior; Tourist motivation– types and systems of need; Personality and tourist behavior– theories, self and self image.

Unit 2

Tourist perception– elements, dynamics, perceived risk; Tourist learning– behavioral learning and cognitive learning theories, measures of learning; tourist attitude formation and change– structural models (tri-component, multi-attribute, tying to consumer) and strategies for attitude change (ELM, cognitive dissonance and attribution theory).

Unit 3

Culture and Tourist Behaviour– concept, characteristics, cultural differences, cultural dimensions, values and culture, sub cultures; Cross Cultural Tourist Behaviorconcept and challenge, cultural shock, differences among societies, multi-cultural competence.

Unit 4

The Tourist decision-making process; Role in Decision making; Steps in Decision making Process; Models of purchase decision-making in tourism; Levels of Consumer Decision making; Purchase decision-making and marketing in tourism; The Purchase Decision making Process; Limitation of purchase decision model; Determinants -Types; Personal Determinants to the tourist; Determinants of group travel; Time Lapses and Determinants.

Suggested Readings

- Schiffman, L.G and Wisenblit, J. (2018). Consumer Behaviour. Pearson Education
- Horner, Susan and Swarbrooke, John (2016). Consumer Behaviour in Tourism, 3/e. Burlington: Butterworth-Heinemann. (L)
- Pizam, A. and Mansfield, Y. (2000). Consumer Behaviour in Travel and Tourism, New York: Routledge.
- Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. Cambridge: Cambridge University Press.
- Malhotra, N.K. and Dash, S. (2016). Marketing Research– An Applied Orientation, Pearson

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24ITM201MV01

EVENT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept, types and implications of the event management and to enlighten them about the skills required for a good event planner.
2. To enable the students to understand the concept and design of event, elements of events and to make aware the students about event infrastructure and negotiating contract with event organizer.
3. To provide the students the first- hand knowledge about the nature and process of event marketing and promotion
4. To develop the understanding regarding financial management of events and to make aware the students regarding various safety and security consideration or crowd management and evacuation in events.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of events and its types and their implications.
2. To acquire the skills to professionally fit into the event planner business and how to develop professionally.
3. To develop the competencies to start their own business in the field of event's organizers and to understand the process of event marketing and promotions.
4. Recognise the requirements of crowd management as well as understand the principles of safety and security consideration.

Unit I

Events- Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

Unit II

Concept and Design of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

Unit III

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, TheMarketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

Unit IV

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

Suggested Readings:

- Coleman, Lee &Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf& Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, whichshall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

(4 YRS UG HONOURS)

Semester	Discipline-Specific Courses (DSC)-Major					SEC5/MIC 8 (VOC)/ Internship	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Dissertation/ Project Work	Value Added Courses (VAC)	Total Credits
VIII (4yr UG Hon.)	24ITM202 DS01	24ITM202 DS02	24ITM202 DS03	24ITM202 DS04	24ITM202 DS05	24ITM202 MV01	----	----	----	----	24
	Tourism Operations @ 4 credits	Tourism Economics @ 4 credits	Wildlife Tourism @ 4 credits	Field Tour-II @ 4 credits	Food of India @ 4 credits	Emerging Trends in Tourism @ 4 credits					

24ITM 202DS01

TOURISM OPERATIONS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the documentation and procedures involved in inbound tour operations, including quotation methodology, pricing, and tariff management.
2. Analyze payment issues and financial management in inbound tours, including credit card transactions, electronic transfers, and refund policies.
3. Explore the management of outbound tour operations, focusing on group bookings, independent tours, and fixed departures.
4. Learn the documentation and procedural requirements for outbound tours, including visa processing, international reservations, and itinerary preparation.

Learning Outcomes

After the completion of the course the students will be able to:

1. Apply documentation procedures and pricing strategies in inbound tour operations.
2. Handle payment issues and financial management in inbound tourism effectively.
3. Manage group and independent bookings for outbound tours efficiently.
4. Complete documentation and reservations for international outbound tours, including itinerary and costing procedures.

Unit 1

Inbound Tour Operations I: Documentation & Procedures: Methodology of Quotation, Pricing, Tariff – FIT, GIT and Special Rates, Pricing a tour; Filing – booking, reservation forms, cancellation, status report, docket; documentation - vouchers, informing ground agents.

Unit 2

Inbound Tour Operations II: Credit card and payment issues, Electronic Transfer, post tour management; refund and cancellation charges. Car Rental Companies its tariff calculation. Itinerary Preparation & Costing procedure of Inbound tours.

Unit 3

Outbound Tour Operations I: Managing outbound tour operations- characteristics of outbound tours, Procedures of Group Bookings, Group booking considerations, Procedures of Independent Tours, Operations procedures of fixed departures.

Unit 4:

Outbound Tour Operations II: Documentation, Visa processing, reservations, reservations of international airlines, vouchers, payments procedures in outbound tourism. Itinerary preparation & Costing Procedure of Outbound Tours, booking of international cruise liners.

Suggestive Readings:

1. "Tourism Operations and Management" by Sunetra Roday, Archana Biwal, Vandana Joshi (2009, Oxford University Press)
2. "Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill (2013, Pearson)
3. "International Tourism: Cultures and Behavior" by Yvette Reisinger (2009, Butterworth-Heinemann)
4. "Tourism: The Business of Travel" by Roy A. Cook, Laura J. Yale, Joseph J. Marqua (2010, Prentice Hall)
5. "Tourism Management: An Introduction" by Clare Inkson, Lynn Minnaert (2012, SAGE Publications)
6. "The Travel Industry" by Chuck Y. Gee, James C. Makens, Dexter J.L. Choy (1997, Van Nostrand Reinhold)
7. "Global Tourism" edited by William F. Theobald (2005, Butterworth-Heinemann)
8. "Handbook of Research on Global Hospitality and Tourism Management" edited by Vincent C.S. Heung, Billy Bai, Zhenxing Mao (2015, IGI Global)
9. "Tour Operations Management" by Stephen Page (2011, Routledge)
10. "Managing Tourism and Hospitality Services: Theory and International Applications" edited by B. Prideaux, E. Laws (2006, CABI)
11. "Travel Agency and Tour Operations: Concepts and Principles" by Jagmohan Negi (2005, Kanishka Publishers)
12. "Essentials of Tourism" by Chris Cooper (2012, Pearson)

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24ITM 202DS02

TOURISM ECONOMICS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand basic economic concepts relevant to tourism.
2. Analyze various aspects of tourism demand.
3. Explore patterns and characteristics of tourism supply and pricing.
4. Evaluate the economic impacts of tourism.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Apply economic theories to real-world tourism scenarios.
2. Assess and measure tourism demand accurately.
3. Understand and influence tourism supply and pricing.
4. Analyze and measure the economic impacts of tourism.

Unit I

Concept of Economics and their relevance to tourism, visible and Invisible trade, opportunity cost, prime and supplementary costs, tourism and economic development

Unit II

Demand for tourism – Concept, types and definition of demand for Tourism, consumer behavior and tourism demand, determinants of tourism Demand, measurement of tourism demand

Unit III

Supply of Tourism: Patterns and Characteristics, pricing of tourism Product, concept, objectives and policies

Unit IV

The economic impacts of tourism – Direct, Indirect, Induced and negative, the measurement of economic impact – Meaning and types (Investment, Employment and tourism multiplier), Leakages.

Suggested Readings:

- John Trive, 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995

- RonilaChawla, 'EconomicsofTourism&Devpt.', SonaliPublications, New Delhi, 2004
- M.T.Sinclair&MikeStabler, 'EconomicsofTourism&Devpt.', Routledge, New York, 1997
- Peterson, H.C. & W.C. Lewis, 'ManagerialEconomics', PrenticeHall (India), New Delhi, 2004
- DholakiaRH & Oza.A.L., 'MicroEconomicsforMgt.students', Oxford Uni.Press, New Delhi
- VarshneyRL & MaheswariKL, 'ManagerialEconomics', SultanChand, New Delhi, 2004.
- DwivediDN, 'ManagerialEconomics', Vikas, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24ITM 202DS03

WILD LIFE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the definition, scope, history, and evolution of wildlife tourism, and its significance in conservation and economic development.
2. Analyze the development of wildlife tourism destinations, infrastructure requirements, environmental impact assessments, and the role of policies and regulations.
3. Learn the processes involved in creating wildlife tour packages, itinerary preparation, costing strategies, and ensuring safety and security during tours.
4. Examine the challenges faced in wildlife tourism, conservation strategies, and future trends promoting responsible and sustainable practices.

Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the importance of wildlife tourism in conservation and economic development and identify various types of wildlife tourism.
2. Assess the infrastructure and policy requirements for developing wildlife tourism destinations and understand stakeholder involvement and community participation.
3. Design wildlife tour packages, prepare itineraries, implement costing strategies, and manage safety and visitor satisfaction.
4. Analyze the challenges in wildlife tourism, propose conservation strategies, and identify future trends and innovations in the industry.

Unit I:

Introduction to Wildlife Tourism: definition, scope, of wildlife tourism, highlighting its importance in conservation and economic development. Key concepts such as ecotourism, sustainable tourism principles, wildlife conservation, protected areas, biodiversity hotspots, and endangered species, types of wildlife tourism, including safaris, bird watching, marine wildlife tourism, and nature trails.

Unit II:

Developing wildlife tourism destinations, infrastructure requirements, and environmental impact assessments. Carrying capacity, visitor management, and the importance of policies and regulations at both national and international levels. The role of government, non-governmental

organizations, and ethical considerations of wildlife tourism. Stakeholder involvement and community participation.

Unit III:

Creation of wildlife tour packages, itinerary preparation, and costing strategies. Safari operations, bird watching tours, and marine wildlife tours, including planning and safety measures. Ensuring safety and security, and managing visitor expectations and satisfaction.

Unit IV:

Challenges and Future of Wildlife Tourism such as human-wildlife conflicts, environmental degradation, habitat loss, and the impact of climate change. Conservation strategies, including wildlife conservation initiatives, the role of technology, and community-based approaches, are explored. Future trends in wildlife tourism, innovations, emerging destinations, and promoting responsible and sustainable practices.

Suggestive Readings:

1. "Wildlife Tourism" by David Newsome, Susan A. Moore, Ross Kingston Dowling (2004, Channel View Publications)
2. "Ecotourism and Sustainable Development: Who Owns Paradise?" by Martha Honey (2008, Island Press)
3. "Wildlife Conservation and Management" by Grahame J. W. Webb, Harry Messel, Charles Michael (2012, Springer)
4. "Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World" by Martin Mowforth, Ian Munt (2015, Routledge)
5. "Biodiversity and Tourism: Conflicts on the World's Seacoasts and Strategies for Their Solution" by Clem Tisdell (2001, Channel View Publications)
6. "Handbook of Ecotourism" by David Weaver (2001, Routledge)
7. "Tourism and National Parks: International Perspectives on Development, Histories and Change" by Warwick Frost, C. Michael Hall (2009, Routledge)
8. "Marine Wildlife and Tourism Management: Insights from the Natural and Social Sciences" by James E. S. Higham, Michael Lück (2007, CABI)
9. "Ecotourism: Principles and Practices" by Ralf Buckley (2009, CABI)
10. "Responsible Tourism: Critical Issues for Conservation and Development" by Anna Spenceley (2012, Routledge)
11. "Bird Watching and Ecotourism" by Genevieve Slocum (2010, CAB International)
12. "Environmental Impact Assessment: Theory and Practice" by Peter Wathern (1988, Routledge)

Instructions for External Examiner: The question paper shall be divided into two sections.

Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24ITM 202DS04

FIELD TOUR-II

Evaluation: Formative Assessment (100 Marks)

Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes (COs):

- **CO1:** Enable students to gain in-depth understanding and firsthand experience of a different Destination/Event/Travel Company, enhancing their practical knowledge.
- **CO2:** Assist students in envisioning their career paths within the tourism and travel industry, providing them with real-world insights and experiences.
- **CO3:** Develop students' skills in creating comprehensive itineraries, including accurate costing and budgeting for travel plans.
- **CO4:** Enhance students' understanding of the operational and cultural aspects of destinations/events, including the dos and don'ts, ensuring better preparation for their future roles.

Field Tour Overview:

Students will participate in a field tour to cover selected destinations from Haryana, Himachal, Punjab, Uttarakhand, Rajasthan, Uttar Pradesh, Chandigarh and Delhi, broadening their exposure to diverse tourism environments. The Institute/Department/College will decide and arrange the tour through DSW/Director/Principal, with two faculty members and/or Research Scholars (M/F) accompanying the students. The costs shall be borne by the students. Upon completion of the tour, students will submit a detailed report, which will be evaluated by an external examiner, followed by a viva voce examination. Students will also promote their experiences on various social media platforms, tagging the destinations and supporting the National Tourism Youth Club M.D University Chapter.

Field Tour Report Requirements:

The Field Tour Report should include the following sections:

- **Detailed Tour Itinerary:** A comprehensive itinerary outlining the schedule and activities undertaken during the tour.
- **Brief about the Destination:** An overview of the destination, including historical, cultural, and geographical information.
- **Various Attractions of the Destination:** Description of the main attractions, landmarks, and points of interest visited.

- **Costing Details:** Detailed breakdown of the costs involved in the tour, including transportation, accommodation, meals, and other expenses.
- **USP of the Destination:** Identification of the unique selling points (USPs) that make the destination attractive to tourists.
- **Learning from the Visit:** Reflection on the key takeaways and lessons learned from the tour experience.

Report Preparation Guidelines:

- All reports should be typed in **Times New Roman**.
- **Headings:** 14 points, bold.
- **Main Body:** 12 points, justified.

Formative Assessment Model for UG/PG Practical Course

	Marks Distribution
Regular assessment through observation and class discussion	20
Lab work (practical file) field work (report) Portfolio	30
Assignment/Case study/Mini project (3X10)	30
Seminar/Presentation (2X7.5)	15
Attendance	05
Total	100

24ITM 202DS05

FOOD OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the key features and factors affecting eating habits in Northern India, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
2. Analyze the culinary traditions of Western India and Madhya Pradesh, focusing on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
3. Explore the food culture of Eastern India, including West Bengal, Orissa, Bihar, and the North-Eastern states, with an emphasis on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
4. Learn about the diverse culinary practices of South India and Goa, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.

Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the key features and factors affecting eating habits in Northern India and identify regional specialties.
2. Analyze and describe the culinary traditions of Western India and Madhya Pradesh, identifying key ingredients and regional specialties.
3. Explore and articulate the food culture of Eastern India, recognizing the influence of geographic location and historical background on regional specialties.
4. Understand and describe the diverse culinary practices of South India and Goa, including the key ingredients, equipment, and regional specialties.

Unit – 1

Indian Food: Introduction, Key Features & Factors that affect eating habits in different parts of the country i.e. geographic location, historical background, available ingredients, equipments, staple foods. Essentials of Indian Food: Spices, Herbs etc. Food of Northern India (Kashmir, Punjab, Haryana, Delhi, Himachal, Uttar Pradesh): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialties.

Unit – 2

Western India (Rajasthan, Gujarat, Maharashtra) & Madhya Pradesh: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 3

Food of Eastern India (West Bengal, Orissa, Bihar and North-Eastern States): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 4

Food of South India (Andhra Pradesh, Tamil Nadu, Karnataka & Kerala) & Goa: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Suggested Readings:

- Theory of Cookery, Krishna Arora, Frank Bros. & Co.
- Food Production Operations: Parvinder S Bali, Oxford University Press
- Modern Cookery (Vol- I & II) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton&Cesarani
- Theory of Catering By Kinton&Cesarani

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

24ITM 202MV01

EMERGING TRENDS IN TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of emerging trends and dimensions of tourism in India.
2. To enable the students to understand the concept of rural tourism and its relation with other types of tourism and to enlighten them about the benefits or burden of rural tourism.
3. To provide the students the first- hand knowledge about planning and organizing MICE business and to make aware the students about skills and responsibilities required for a meeting manager.
4. To develop the understanding regarding the significant role of Indian Medical Tourism in country as well as at global level.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of emerging trends of tourism in India.
2. To obtain information regarding the rural tourism and its association with various other form of tourism.
3. Get awareness about the concept of MICE as well as its process of organizing.
4. Acquire the knowledge about the status of medical tourism in India and its relationship with other form of tourism as well as major markets of Indian medical tourism.

Unit I

Concepts of emerging trends and dimensions, importance of study and Major emerging types of tourism in India.

Unit II

Rural Tourism- concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden?

Unit III

MICE- Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

Unit IV

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism

Suggested Readings:

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
- Anton Shone & Bryn Parry, 'Successful Event Management', 2002.37
- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.
- Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
- Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.