

Dayanand Mahila Mahavidyalaya, Kurukshetra

Lesson Plan (Even Semester)

Session 2021-22 (12.04.2022 to 19.07.2022)

Name of Teacher Manisha

Subject Tourism

Week	Date	Class BTM	Class BTM
		Semester 4th	Semester 4th
	12.04.2022	Pilgrimage Tourism	TATO
	13.04.2022	INTRODUCTION TO PILGRIMAGE TOURISM	Introduction of Travel Agency
	14.04.2022	Dr. B.R. Ambedkar Jayanti/Mahavir Jayanti	
	15.04.2022	HINDUISM	Introductions of Tour Operators
	16.04.2022	BASIC TEACHINGS OF HINDUISM	Meaning of Travel Agency
	18.04.2022	PHILOSOPHY OF HINDUISM	Meaning of Tour Operator
	19.04.2022	REVISION	Definition of Travel Agency
	20.04.2022	JAINISM	Definition of Tour Operator
	21.04.2022	BASIC TEACHINGS OF JAINISM	Types of Travel Agency
	22.04.2022	PHILOSOPHY OF JAINISM	Types of Tour Operator
	23.04.2022	BUDHISM	Significance of Travel Agency
	25.04.2022	CONCEPT OF BUDDHISM SALIENT FEATURES	Significance of Tour Operator
	26.04.2022	BASIC TEACHINGS OF BUDDHISM	Growth over the years of Travel Agency
	27.04.2022	PHILOSOPHY OF BUDDHISM	Growth over the years of Tour Operator
	28.04.2022	ISLAM	Revision
	29.04.2022	SALIENT FEATURES OF ISLAM	Discussion
	30.04.2022	TEACHINGS OF ISLAM	Test
	02.05.2022	TEST	Assignment
	03.05.2022	Parshuram Jayanti/Id-ul-Fitr	
	04.05.2022	MAJOR PILGRIMAGE CENTRES IN INDIA	Functions of Travel Agency
	05.05.2022	HINDUISM FOUR DHAM	Functions of Tour Operator
	06.05.2022	BADRINATH	Linkages of Travel Agency
	07.05.2022	RAMESHWARAM	Linkages of Tour Operator

09.05.2022	RAMESHWARAM	Integration of Travel Agency
10.05.2022	PURI	Integration of Tour Operator
11.05.2022	PURI	Revision
12.05.2022	DWARAKA	Discussion
13.05.2022	DWARAKA	Doubt Session
14.05.2022	TEST	Test
16.05.2022	ASSIGNMENT 1ST	Travel Agency Organization Structure
17.05.2022	VARANASI	Travel Agency Organization Structure
18.05.2022	MATHURA SHRINES WITH PPT	Travel Agency Organization Structure
19.05.2022	VRINDAVAN SHRINES WITH PPT	Organisation Structure Meaning & Significance
20.05.2022	VRINDAVAN SHRINES WITH PPT	Organisation Structure Meaning & Significance
21.05.2022	HARIDWAR	Organisation Structure Meaning & Significance
23.05.2022	VAISHNODEVI	Procedure for recognition of Travel agency and Tour Operations
24.05.2022	ALLAHBAAD	Procedure for recognition of Travel agency and Tour Operations
25.05.2022	KURUKSHETRA	Procedure for recognition of Travel agency and Tour Operations
26.05.2022	TIRUPATI DHAM	Procedure for recognition of Travel agency and Tour Operations
27.05.2022	VIVA	Ministry of Tourism
28.05.2022	MAJOR PILGRIMAGE CENTRES IN INDIA -2	Ministry of Tourism
30.05.2022	BUDHISM AND JAINISM	Ministry of Tourism
31.05.2022	BODHGYA	Govt. of India
01.06.2022	SARNATH	Govt. of India
02.06.2022	Maharana Pratap Jayanti	
03.06.2022	MOUNT ABU	Govt. of India
04.06.2022	PALITANA	Revision
06.06.2022	ISLAM SHRINE .AJMER	Discussion
07.06.2022	CHRISTIANITY SHRINE GOA	Doubt Session

08.06.2022	SHIKHISM SHRINE AMRITSER	Test
09.06.2022	REVISION	Presentation
10.06.2022	ASSIGNMENT 2ND	Presentation
11.06.2022	PLIGRIMAGE TOURISM IN INDIA	Tour Packaging Concept
13.06.2022	TRENDS OF PILGRIMAGE TOURISM IN INDIA	Tour Packaging Concept
14.06.2022	Sant Kabir Jayanti	
15.06.2022	PATTERNS IN PILGRIMAGE TOURISM IN INDIA	Tour Packaging Meaning
16.06.2022	REVISION	Tour Packaging Meaning
17.06.2022	SESSIONAL	Tour Packaging Types
18.06.2022	STRATEIGES TO PROMOTE PILGRIMAGE TOURISM IN INDIA	Tour Packaging Types
20.06.2022	STRATEIGES TO PROMOTE PILGRIMAGE TOURISM IN INDIA	Role and Contribution of Air Couriers in India and Indian Railways in promotion of tour Package Business
21.06.2022	REVISION	Role and Contribution of Air Couriers in India and Indian Railways in promotion of tour Package Business
22.06.2022	TEST	Role and Contribution of Air Couriers in India and Indian Railways in promotion of tour Package Business
23.06.2022	DOUBT SESSION	Role and Contribution of Air Couriers in India and Indian Railways in promotion of tour Package Business
24.06.2022	PROBLEMS FACED BY INDIAN PILGRIMAGE TOURISM	Role and Contribution of Air Couriers in India and Indian Railways in promotion of tour Package Business
25.06.2022	PROBLEMS FACED BY INDIAN PILGRIMAGE TOURISM	Role and Contribution of Air Couriers in India and Indian Railways in promotion of tour Package Business

	27.06.2022	TEST	Role and Contribution of Air Couriers in India and Indian Railways in promotion of tour Package Business
	28.06.2022	REVISION	Revision
	29.06.2022	TEST	Discussion
	30.06.2022	REVISION OF TRENDS AND PATTERNS IN PILGRIMAGE TOURISM IN INDIA	Doubt Session
	01.07.2022	DOUBT SESSION	Test
	02.07.2022	REVISION	Revision
	04.07.2022	TEST	Revision
	05.07.2022	REVISION	Revision
	06.07.2022	DISSCUSION	Revision
	07.07.2022	DISSCUSION	Test
	08.07.2022	REVISION	Test
	09.07.2022	REVISION	Discussion
	11.07.2022	REVISION	Discussion
	12.07.2022	REVISION	Discussion
	13.07.2022	DOUBT SESSION	Discussion
	14.07.2022	TEST	Discussion
	15.07.2022	TEST	TEST
	16.07.2022	TEST	TEST
	18.07.2022	TEST	REVISION
	19.07.2022	DOUBT SESSION	REVISION

Name of Teacher- Ms. Garima Arora

Subject- Economics of Tourism(BTM 603) , Tourism Marketing (BTM 404)

Week	Date	Class- B.Com 3rd	Class- BTM 2nd
		Semester- 6th	Semester- 4th
	12.04.2022	Bridge Course	Bridge Course
	13.04.2022	Concept of Economics	Concept of Tourism marketing
	14.04.2022	Dr. B.R. Ambedkar Jayanti/Mahavir Jayanti	
	15.04.2022	Relevance of economics to tourism	Nature, process and growth of tourism marketing
	16.04.2022	Relevance of economics to tourism	services and their marketing
	18.04.2022	Relevance of economics to tourism	tourism marketing and development
	19.04.2022	Tourism development	social marketing
	20.04.2022	Tourism development	social responsible marketing
	21.04.2022	National economy contribution to GDP	participants in socially responsible marketing and their roles
	22.04.2022	National economy contribution to GDP	govt. bodies and private institution

	23.04.2022	National economy contribution to GDP	govt. bodies and private institution
	25.04.2022	Globalization	govt. bodies and private institution
	26.04.2022	Globalization	non govt. organization in tourism
	27.04.2022	Liberalization	challenges of tourism marketing
	28.04.2022	Liberalization	challenges of tourism marketing
	29.04.2022	class revision	challenges of tourism marketing
	30.04.2022	Class test	challenges of tourism marketing
	02.05.2022	Privitization	challenges of tourism marketing
	03.05.2022	Parshuram Jayanti/Id-ul-Fitr	
	04.05.2022	Impacts of privtization on tourism	marketing strategies to overcome limitation of tourism
	05.05.2022	Impacts of privtization on tourism	assignment with viva voice
	06.05.2022	FDI in tourism	assignment with viva voice
	07.05.2022	Trends in tourism	test
	09.05.2022	Trends in tourism	concept of marketing mix
	10.05.2022	implications of FDI in tourism	developing marketing mix
	11.05.2022	implications of FDI in tourism	toutism markets
	12.05.2022	Nature of Demand	types of tourism markets
	13.05.2022	Factors affecting Tourism demand	tourist behaviour
	14.05.2022	Factors affecting Tourism demand	factors influencing tourists buying process
	16.05.2022	economic determinants of demand	product and distribution
	17.05.2022	economic determinants of demand	ptoduct life cycle
	18.05.2022	class revision	new product dev. process
	19.05.2022	class test	new product dev. process
	20.05.2022	price elasticity of demand	new product dev. process
	21.05.2022	price elasticity of demand	assignment with viva voice
	23.05.2022	price elasticity of demand	assignment with viva voice
	24.05.2022	Income elasticity of tourism demand	assignment with viva voice

	25.05.2022	Income elasticity of tourism demand	assignment with viva voice
	26.05.2022	Income elasticity of tourism demand	test
	27.05.2022	trends in tourism demnd	revision
	28.05.2022	trends in tourism demnd	revision with group discussion
	30.05.2022	class revision	doubt session
	31.05.2022	class revision	test
	01.06.2022	class test	tourism price and promotion
	02.06.2022	Maharana Pratap Jayanti	
	03.06.2022	Market structure	pricing process
	04.06.2022	Market structure	factors inflencing pricing
	06.06.2022	Tourism supply	method of price fixation
	07.06.2022	Tourism supply	tourism promotion and communication
	08.06.2022	Elasticity of supply	tourism promotion and communication
	09.06.2022	Elasticity of supply	tourism promotion and communication
	10.06.2022	Elasticity of supply	objective of promotion
	11.06.2022	integration in tourism supply	promotion mix
	13.06.2022	integration in tourism supply	components of promotion mix
	14.06.2022	Sant Kabir Jayanti	
	15.06.2022	supply trends	components of promotion mix
	16.06.2022	supply trends	components of promotion mix
	17.06.2022	class revision	components of promotion mix
	18.06.2022	class test	revision
	20.06.2022	sessional test	important promotional tools in tourism marketing
	21.06.2022	Employment and income creation	important promotional tools in tourism marketing
	22.06.2022	Employment and income creation	important promotional tools in tourism marketing
	23.06.2022	tourism multiplier	important promotional tools in tourism marketing
	24.06.2022	tourism multiplier	important promotional tools in tourism marketing
	25.06.2022	Balance of payment	revision
	27.06.2022	Balance of payment	doubt session

	28.06.2022	Foriegn exchange	class test
	29.06.2022	Foriegn exchange	revision
	30.06.2022	visible trade	revision with group discussion
	01.07.2022	visible trade	test
	02.07.2022	invisible trade	test
	04.07.2022	invisible trade	revision
	05.07.2022	Cost concept	Class Presentation
	06.07.2022	types of cost	Class Presentation
	07.07.2022	tourism taxation	Class Presentation
	08.07.2022	class revision	Class Presentation
	09.07.2022	class revision	Class Presentation
	11.07.2022	class revision	Class Revision
	12.07.2022	class revision	Class Revision
	13.07.2022	class revision	Class Revision
	14.07.2022	Class test	Class Revision
	15.07.2022	Class test	class test
	16.07.2022	Class test	class test
	18.07.2022	Class test	class test
	19.07.2022	Class test	class test

Name of Teacher Manisha

Subject Tourism

Week	Date	Class BTM 3rd	Class BTM 3rd	Class BTM 3rd
		Semester 6th	Semester 6th	Semester 6th
	12.04.2022	Role of government in tourism Regulation and Management	ADVENTURE Tourism	Tourist guiding
	13.04.2022	Continue this topic	Definition	Basic Requirement of An Escort or A Guide
	14.04.2022	Dr. B.R. Ambedkar Jayanti/Mahavir Jayanti		
	15.04.2022	Role of Ministry of Tourism	Nature and Scope of Adventure Tourism	I- Personal Grooming, smartness, Proper Dress Sense, Hygiene, Pleasing Personality, Hard Working
	16.04.2022	Government of India in terms of its Organization	Continue this topic	Continue this topic
	18.04.2022	Role and functions	Continue this topic	Continue this topic
	19.04.2022	Discuss All Topic again	Continue this topic	Continue this topic
	20.04.2022	Test	Geographical Diversities and Opportunities for Adventure Tourism in India	ii-Etiquttes- How To welcome a Visitor, The Traditional Style of Welcoming in North India
	21.04.2022	Overview about IInd unit	Continue this topic	Continue this topic
	22.04.2022	State tourism development corporations and their organization and role in tourism development and promotion with special reference to	Continue this topic	Continue this topic

	23.04.2022	Haryana Tourism Corporations	Continue this topic	Continue this topic
	25.04.2022	Rajasthan Tourism development corporations	Continue this topic	iii-knowledge of Geography, Art and Culture of Place, latest Information about frontier formalities, e.g Passport, VISA, Foreign Exchange etc
	26.04.2022	Kerla Tourism development corporations	Continue this topic	Continue this topic
	27.04.2022	Goa tourism development corporations	Discuss about all topic	Continue this topic
	28.04.2022	Discussion about all topic	Test	Continue this topic
	29.04.2022	Present by student	Overview About 2nd Unit	Discussion about all topic
	30.04.2022	Present by student	Land Based Adventure Activities	Test
	02.05.2022	Test	Mountaineering	Overview about 2nd Unit
	03.05.2022	Parshuram Jayanti/Id-ul-Fitr		
	04.05.2022	India Tourism development corporations	Continue this topic	Communication Skills
	05.05.2022	Organization Role and functions	Continue this topic	I- Principles of Communications, Verbal and Non Verbal, Personal and Organizational, effective Communications, Communication gaps and Barriers Audio Visual Aids.
	06.05.2022	Division of ITDC	Trekking in Himalayan State	Continue this topic
	07.05.2022	Discussion about ITDC	Continue this topic	Continue this topic
	09.05.2022	Test	Continue this topic	Continue this topic
	10.05.2022	Hospitality development and promotion board	Necessary Equipment	Continue this topic
	11.05.2022	Roles and functions	Techniques and Problem	Discussion about all topic
	12.05.2022	Continue this topic	Continue this topic	Test
	13.05.2022	Role of Tourism Finance corporation of India in tourism growth	Continue this topic	Presentation by student
	14.05.2022	Continue this topic	Discussion about all topic	Presentation by student
	16.05.2022	Continue this topic	Test	Presentation by student
	17.05.2022	Discussion about all topic	Presentation by student	Presentation by student
	18.05.2022	Presentation by student	Presentation by student	Presentation by student
	19.05.2022	Presentation by student	Presentation by student	Overview about 3rd Unit
	20.05.2022	Presentation by student	Presentation by student	Pre Tour Preparation

21.05.2022	Presentation by student	Overview about 3rd Unit	Pre Tour Research about Place
23.05.2022	Test	Water Based Activities	Monuments and Itinerary
24.05.2022	Start Unit 4th	Water Resources of India	Timings of Flights and Railways
25.05.2022	Tourism Planning in India	Continue this topic	Bus and Car arrangement at Hotels
26.05.2022	Growth and performance	Continue this topic	Airports and Railway Stations
27.05.2022	Continue this topic	Continue this topic	Reconfirmation of Ground Arrangement
28.05.2022	Continue this topic	River	Group Arrival and Departure
30.05.2022	National Tourism Policy 2002	Lakes and Sea Water	Welcome at Airports/Railway Station or Hotels
31.05.2022	Objectives and main features	Rafting	continue this topic
01.06.2022	Continue this topic	Kayaking	continue this topic
02.06.2022	Maharana Pratap Jayanti		
03.06.2022	Continue this topic	Boating	Discussion about all topic
04.06.2022	Continue this topic	Scuba diving and Coastal Activities	Test
06.06.2022	Problems and Challenges of Tourism Administration in India		Test
07.06.2022	Continue this topic	Discuss about all topic	Test
08.06.2022	Continue this topic	Test	Overview about 4th Unit
09.06.2022	Continue this topic	Test	Role and Responsibility: Escort/ Guide is the first and last Contact with Destination Image Maker his Responsibilities.
10.06.2022	Discussion about Problems	Overview about 4th Unit	Continue this topic
11.06.2022	Discussion about ITDC	Air Based Activities	Continue this topic
13.06.2022	Discussion about National Tourism Policy	Hand Gliding	Continue this topic
14.06.2022	Sant Kabir Jayanti		
15.06.2022	Discussion about Hospitality	Ballooning and Sky Diving	Continue this topic
16.06.2022	Discussion about All Tourism Organisations	Places	Ethics Helpful Attitude
17.06.2022	Discussion about facilities provided by tourism	Organizations and Equipment associated with above Activities	Knowledge of Tourism related Laws and acts such as Passport Act, Foreigners Act, Currency Regulations, Immigration Checks etc
18.06.2022	Discussion about Tourism Growth	Continue this Topic	Discussion about all topic

	20.06.2022	Discussion about all Tourism Corporations in India	Continue this Topic	Test
	21.06.2022	Test	Discussion about all topic	Test
	22.06.2022	Test	Test	Presentation by student
	23.06.2022	Presentation by student	Test	Presentation by student
	24.06.2022	Presentation by student	Presentation by student	Presentation by student
	25.06.2022	Presentation by student	Presentation by student	Presentation by student
	27.06.2022	Presentation by student	Presentation by student	Presentation by student
	28.06.2022	Revision	Presentation by student	Revision
	29.06.2022	Revision	Presentation by student	Revision
	30.06.2022	Revision	Revision	Revision
	01.07.2022	Revision	Revision	Revision
	02.07.2022	Revision	Revision	Revision
	04.07.2022	Revision	Revision	Revision
	05.07.2022	Test	Test	Test
	06.07.2022	Test	Test	Test
	07.07.2022	Test	Test	Test
	08.07.2022	Test	Test	Test
	09.07.2022	Test	Test	Test
	11.07.2022	Discussion	Discussion	Discussion
	12.07.2022	Discussion	Discussion	Discussion
	13.07.2022	Discussion	Discussion	Discussion
	14.07.2022	Discussion	Discussion	Discussion
	15.07.2022	Test	Test	Test
	16.07.2022	Test	Test	Test
	18.07.2022	Test	Test	Test
	19.07.2022	Test	Test	Test