

**Department of Tourism and Hotel Management
Kurukshetra University, Kurukshetra**

PROGRAMME TITLE

**BACHELOR OF TOURISM & TRAVEL
MANAGEMENT**

(BTM): Scheme D

As per NEP 2020

(Multiple Entry-Exit, Internships and Choice Based Credit System)

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

GENERAL INSTRUCTIONS FOR EXAMINERS / PAPER SETTERS / SUBJECT TEACHERS

EVALUATION AND EXAMINATION

- The students will be assessed through a system of Continuous Comprehensive Assessment (CCA).
- Evaluation will be done by Internal assessment (broadly 30% of total weightage) and by end term exam for rest 70%).

Theory Internal Assessment shall broadly based on the following defined composition:

- a) Class Participation
- b) Seminar/Presentation/Assignment/Quiz/Class Test, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks (Practical)	Class Participation	Seminar/Demonstration/Viva-Voce/Lab Record etc.	Mid-Term Exam
10	04	-	06
15	04	04	07
20	05	05	10
25	05	07	13
30	05	10	15

Practical Internal Assessment shall be broadly based on the following defined composition:

- a) Class Participation
- b) Seminar/Presentation/Viva-voce/Lab Records, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks (Practical)	Class Participation	Seminar/Demonstration/Viva-Voce/Lab Record etc.	Mid-Term Exam
05	-	05	NA
10	-	10	NA
15	05	10	NA
30	05	10	15

MODE OF PAPER SETTING FOR END-TERM EXAMINATION:

Every course irrespective of credit will have an End-Term Examination with every course paper having 09 questions in all. Question No. 1 will be compulsory. Duration of the exam will be 3 hours irrespective of credit. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

SEMESTER-I									
Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hours) T+P
I	CC-A1	B23-TMG-101	Introduction to Tourism	4	4	30	70	100	3
	CC-B1	B23-TMG-102	Natural Tourism Resources of India	4	4	30	70	100	3
	CC-C1	B23-TMG-103	Tourism Business Environment	4	4	30	70	100	3
	CC-M1 *	B23-TMG-104	Transport Management	2	2	15	35	50	3
	MDC-1 **	Student will opt from the pool available in college/institute/department		3	3	25	50	75	3
	AEC-1 *	Student will opt from available Pool of AEC		2	2	15	35	50	3
	SEC-1 *	Student will opt from available Pool of SEC		3	3	25	50	75	3
	VAC-1 *	Student will opt from available Pool of VAC		2	2	15	35	50	3

SEMESTER-II

Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hours) T+P
II	CC-A2	B23-TMG-201	Travel Agency and Tour Operations Business	4	4	30	70	100	3
	CC-B2	B23-TMG-202	Cultural Tourism Resources of India	4	4	30	70	100	3
	CC-C3	B23-TMG-203	International Tourism	4	4	30	70	100	3
	CC-M2 *	B23-TMG-204	Field Trip Report	2	2	15	35	50	3
	MDC-2 **	Student will opt from the pool available in college/institute/departm ent		3	3	25	50	75	3
	AEC-2 *	Student will opt from available Pool of AEC		2	2	15	35	50	3
	SEC-2 *	Student will opt from available Pool of SEC		3	3	25	50	75	3
	VAC-2 *	Student will opt from available Pool of VAC		2	2	15	35	50	3

SEMESTER-III

Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hours) T+P
III	CC-A3	B23-TMG-301	Religious Tourism	4	4	30	70	100	3
	CC-B3	B23-TMG-302	Hotel Business	4	4	30	70	100	3
	CC-C3	B23-TMG-303	Airlines Ticketing	4	4	30	70	100	3
	CC-M3 *	B23-TMG-304	Principles of Management	4	4	30	70	100	3
	MDC-3 **	Student will opt from the pool available in college/institute/departm ent		3	3	25	50	75	3
	AEC-3 *	Student will opt from available Pool of AEC		2	2	15	35	50	3
	SEC-3 *	Student will opt from available Pool of SEC		3	3	25	50	75	3

SEMESTER-IV

Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hours) T+P
IV	CC-A4	B23-TMG-401	Tourism Marketing	4	4	30	70	100	3
	CC-B4	B23-TMG-402	Tourism Organizations	4	4	30	70	100	3
	CC-C4	B23-TMG-403	Tourism Documentation	4	4	30	70	100	3
	CC-M4(V) **	Student will opt from the pool available in college/institute/departm ent		4	4	30	70	100	3
	AEC-4 *	Student will opt from available Pool of AEC		2	2	15	35	50	3
	VAC-3 *	Student will opt from available Pool of VAC		2	2	15	35	50	3

SEMESTER-V

Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hours) T+P
V	CC-A5	B23-TMG-501	Adventure Tourism	4	4	30	70	100	3
	CC-B5	B23-TMG-502	Sales Management in Tourism	4	4	30	70	100	3
	CC-C5	B23-TMG-503	Online Travel Business	4	4	30	70	100	3
	CC-M5(V) **	Student will opt from the pool available in college/institute/department		4	4	30	70	100	3
			Internship and Viva-Voce	4	-	-	-	100	3

SEMESTER-VI									
Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hours) T+P
VI	CC-A6	B23-TMG-601	Accounting for Tourism	4	4	30	70	100	3
	CC-B6	B23-TMG-602	Impacts of Tourism	4	4	30	70	100	3
	CC-C6	B23-TMG-603	Sustainable Tourism	4	4	30	70	100	3
	CC-M6 **	B23-TMG-604	Human Resource Management in Tourism	4	4	30	70	100	3
	CC-M7(V) **	Student will opt from the pool available in college/institute/departm ent		4	4	30	70	100	3

Credits	Major=72	Minor=24	MDC=09	SEC=09	AEC=08	VAC=06	Internship=04	Total=132
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Note:

1. Credits (C), Core Courses (CC); Discipline Specific Elective Courses (DSE); Discipline Skill Enhancement Courses (DSEC); Skill Enhancement Courses (SEC); Ability Enhancement Courses (AEC); Practicum Courses (PC); Value Added Courses (VAC); Multidisciplinary Courses (MDC).
2. *A student will opt for AEC, SEC, VAC and Minor (Vocational) courses from the respective pools of courses offered by the University/Department/College/Institute duly approved by the University.
3. **A student will opt for Multidisciplinary Course (MDC) from the subject which is different from the discipline of the programme in which admission is taken from the respective pools of courses offered by the University/Department/College/Institute duly approved by the University.
4. ***A student will have to undergone a 4-6 weeks internship after fourth semester and 4 credit of internship will be awarded in fifth semester after completion of viva-voce by external examiner as provisions made in the ordinance of the course.

SEMESTER-VII									
Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
VII	CC-H1	B23-TMG-701	Entrepreneurship in Tourism	4	4	30	70	100	3
	CC-H2	B23-TMG-702	Organization Behavior	4	4	30	70	100	3
	CC-H3	B23-TMG-703	Haryana Tourism	4	4	30	70	100	3
	DSE-H1	B23-TMG-704	Event Management	4	4	30	70	100	3
		OR							
		B23-TMG-705	Tourism Business Ethics and Laws	4	4	30	70	100	3
	PC-H1	B23-TMG-706	Soft Skills for Tourism Professionals	4	4	30	70	100	3
	CC-HM1	Student will opt from the courses available in college/institute/department		4	4	30	70	100	3
SEMESTER-VIII									
VIII	CC-H4	B23-TMG-801	Destination Planning and Development	4	4	30	70	100	3
	CC-H5	B23-TMG-802	Tourist Behaviour	4	4	30	70	100	3
	CC-H6	B23-TMG-803	Tourism Economics	4	4	30	70	100	3
	DSE-H2	B23-TMG-804	Airport and Cargo Management	4	4	30	70	100	3
		OR							
		B23-TMG-805	Tour Planning and Management	4	4	30	70	100	3
	PC-H2	B23-TMG-806	Itinerary Preparation and Tour Packaging	4	4	30	70	100	3
	CC-HM2	Student will opt from the courses available in college/institute/department		4	4	30	70	100	3

OR

SEMESTER-VII									
Sem	Course Type	Course Code	Nomenclature of Paper	Credits	Contact Hours	Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs) T+P
VII	CC-H1	B23-TMG-701	Entrepreneurship in Tourism	4	4	30	70	100	3
	CC-H2	B23-TMG-702	Organization Behavior	4	4	30	70	100	3
	CC-H3	B23-TMG-703	Haryana Tourism	4	4	30	70	100	3
	DSE-H1	B23-TMG-704	Event Management	4	4	30	70	100	3
		OR							
	DSE-H1	B23-TMG-705	Tourism Business Ethics and Laws	4	4	30	70	100	3
	PC-H1	B23-TMG-706	Soft Skills for Tourism Professionals	4	4	30	70	100	3
	CC-HM1	Student will opt from the courses available in college/institute/department		4	4	30	70	100	3

SEMESTER-VIII									
VIII Level-8	CC-H4	B23-TMG-801	Destination Planning and Development	4	4	30	70	100	3
	CC-H5	B23-TMG-802	Tourist Behavior	4	4	30	70	100	3
		B23-TMG-807	Project/Dissertation	12		-		300	3
	CC-HM2	Student will opt from the courses available in college/institute/department		4	4	30	70	100	3

UG Programme (Interdisciplinary): Scheme D
Bachelors of Tourism and Travel Management

First Year: Scheme D										
Semes ter	Subject-1 Core Courses	Subject-2 Core Courses	Subject-3 Core Courses	Minor/Voca tional	Multidisciplinar y Courses	Ability Enhancement Courses	Skill Enhancement Courses	Value Added Course	Total Credits	Exit Option
I	CC-A1	CC-B1	CC-C1	CC-M1	MDC-1	AEC-1	SEC-1	VAC-1	24	Under Graduate Certificate in Discipline with 52 credits
	B-23-TMG-101 Introduction to Tourism (4 credit)	B-23-TMG-102 Natural Tourism Resources of India (4 credit)	B-23-TMG-103 Tourism Business Environment (4 credit)	B-23-TMG-104 Transport Management (2 credit)	Student will opt from the pool available in college/institute/ department (3 credit)	Student will opt from available Pool of AEC (2 credit)	Student will opt from available Pool of SEC (3 credit)	Student will opt from available Pool of VAC (2 credit)		
II	CC-A2	CC-B2	CC-C2	CC-M2	MDC-2	AEC-2	SEC-2	VAC-2	24	
	B-23-TMG-201 Travel Agency and Tour Operations Business (4 credit)	B-23-TMG-202 Cultural Tourism Resources of India (4 credit)	B-23-TMG-203 International Tourism (4credit)	B-23-TMG-204 Field Trip Report (2 credit)	Student will opt from the pool available in college/institute/ department (3 credit)	Student will opt from available Pool of AEC (2 credit)	Student will opt from available Pool of SEC (3 credit)	Student will opt from available Pool of VAC (2 credit)		
Internship of 4 credits of 4-6 weeks duration after 2 nd semester										

Note:

1. Credits(C),CoreCourses(CC);DisciplineSpecificElectiveCourses(DSE);DisciplineSkillEnhancementCourses(DSEC);SkillEnhancementCourses(SEC);AbilityEnhancement Courses(AEC);Practicum Courses(PC);Value Added Courses(VAC);Multidisciplinary Courses(MDC).
2. If a student has been admitted to UG Programme(Interdisciplinary),then that student will select three subjects A, B and C in the first year out of the pool Of subjects in that discipline offered by the Department/Institute/College. For example; a student admitted to Bachelor of Computer Applications will select three subjects out of the pool of subjects offered in the first year of the BCA Programme.
3. The subject of Field Trip Report (B-23-TMG-204) under CC-M2 category in semester 2 is field based subject/project, which involves guiding students to visit to destination followed by preparation of a field trip report under supervision of the faculty, thus, is an integral part of curriculum and workload of 2 credit in Bachelor of tourism & travel management in semester 2.

2nd Year Scheme D: Bachelor of Tourism and Travel Management

Semester	Subject-1 Core Courses	Subject-2 Core Courses	Subject-3 Core Courses	Minor/ Vocational	Multidisciplinary Courses	Ability Enhancement Course	Skill Enhancement Courses	Value Added Course	Total Credits	Exit Option
III	CC-A3 B23-TMG-301 Religious Tourism (4 credit)	CC-B3 B23-TMG-302 Hotel Business (4 credit)	CC-C3 B23-TMG-303 Airline Ticketing (4 credit)	CC-M3 B23-TMG-304 Principles of Management (4 credit)	MDC-3 Student will opt from the pool available in college/institute/ department (3 credit)	AEC-3 Student will opt from available Pool of AEC (2 credit)	SEC-3 Student will opt from available Pool of SEC (3 credit)	-----	24	Under Graduate Diploma in Discipline with 96 credits
IV	CC-A4 B23-TMG-401 Tourism Marketing (4 credit)	CC-B4 B23-TMG-402 Tourism Organizations (4 credit)	CC-C4 B23-TMG-403 Tourism Documentation (4 credit)	CC-M4 (V) Student will opt from the pool available in college/institute/ department (4 credit)	-	AEC-4 Student will opt from available Pool of AEC (2 credit)	--	VAC-3 Student will opt from available Pool of VAC (2 credit)	20	

Internship of 4credits of 4-6weeks duration after 4th semester

3 rd Year Scheme D: Bachelor of Tourism and Travel Management										
V	CC-A5	CC-B5	CC-C5	CC-M5 (V)	--			--	20	Bachelor in Discipline with 132 credits
	B23-TMG-501	B23-TMG-502	B23-TMG-503				Internship			
	Adventure Tourism	Sales Management in Tourism	Online Travel Business	Student will opt from the pool available in college/institute/ department			(4 credits)			
	(4credits)	(4credits)	(4credits)	(4 credit)						
VI	CC-A6	CC-B6	CC-C6	CC-M6	--	--	--		20	
	B23-TMG-601	B23-TMG-602	B23-TMG-603	B23-TMG-604						
	Accounting For Tourism	Impacts of Tourism	Sustainable Tourism	Human Resource Management in Tourism						
	(4credits)	(4credits)	(4credits)	(4 credit)						
				CC-M7(V)						
				Student will opt from the pool available in college/institute/ department						
				(4 credit)						
Credits	Major=72		Minor= 24	MDC= 09	SEC= 09	AEC= 08	VAC=06	Internship=04	Total= 132	

Notes:

- Subjects, DSE, DSEC, SEC, AEC, MDC and VAC courses will be offered by the Department/College/Institute depending upon its available faculty, infrastructure and timetable.
- A student will opt for Multidisciplinary Course (MDC) from the subject which is different from the discipline of the Programme in which admission is taken.

Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor courses under this category. Provided further that if a Multidisciplinary Course across the discipline cannot be offered by the Department/Institute/College, due to its constraints and available resources, then

- i. MDC can be opted out of MOOCs through SWAYAM
 - ii. MDC can be completed out of online courses offered by the Kurukshetra University
 - iii. MDC can be completed from a cluster college, i.e. from a neighboring college/institute
3. A student will opt for AEC, SEC, VAC and Minor (Vocational) courses from the respective pools of courses offered by the Department/College/Institute duly approved by the University. A Department/Institute/College can add more courses in the pools of AEC, SEC, VAC and Vocational courses with prior approval of the university.
 4. For first and second semester of UG Programme (Interdisciplinary) (Scheme D), a student can choose a Minor Course of 2 credit from the pool of minor subjects in that semester offered by the Department/Institute/College.
 5. From 3rd semester onwards of the scheme D, a student can choose a Minor Course, say Subject E, out of available Core Courses of that subject E offered in that semester.
 6. In the subjects/courses which involve practicum, i.e. Practical/ Laboratory/ Studio/ Project/ Survey/Field work, etc., a course of 4 credits will dedicate 3 credits for lectures and one credit for practicum and in other subjects/courses, a course of 4 credits will dedicate 3 credits for lectures and 1 credit for tutorial. During 4th year, when the practicum course is offered as a separate course in that subject, then a course of 4 credits will dedicate 3 credits for lectures and 1 credit for tutorial. However, for any DSE course, a course of 4 credits will dedicate 3 credits for lectures and one credit for tutorial.
 7. In case of AEC of 2 credits, the entire 2 credits will be dedicated for lectures.
 8. In the SEC courses of 3 credits, 2 credits will be dedicated for lectures and 1 credit for practicum and in the DSEC courses of 4 credits, 3credits will be dedicated for lectures and 1 credit for practicum.
 9. If a student takes exit after the second semester, then Undergraduate Certificate in Discipline will be awarded after earning 52 creditsincluding 4 credits for the internship of 4-6 weeks during the summer vacation.
 10. If a student takes exit after the 4th semester, then Undergraduate Diploma in Discipline will be awarded after earning 96 credits including 4 Credits for the internship of 4-6 weeks during the summer vacation.

Fourth Year: Scheme D: Bachelor of Tourism and Travel Management

Semester	Major Subject			Minor Subject		
	Core Courses	Discipline Specific Courses	Practicum Courses	Core Courses	Total credits	Degree to be awarded
VII Level-8	CC-H1 B23-TMG-701 Entrepreneurship in Tourism CC-H2 B23-TMG-702 Organization Behavior CC-H3 B23-TMG-703 Haryana Tourism (4+4+4 Credits)	DSE-H1 B23-TMG-704 Event Management (4credit) <u>OR</u> B23-TMG-705 Tourism Business Ethics and Laws (4credit)	PC-H1 B23-TMG-706 Soft Skills For Tourism Professionals (4credit)	CC-HM1 Student will opt from the pool available in college/institute/ department (4 credit)	24	Bachelor (Honours) in Discipline with 180 Credits
VIII Level-8	CC-H4 B23-TMG-801 Destination Planning and Development CC-H5 B23-TMG-802 Tourist Behavior CC-H6 B23-TMG-803 Tourism Economics (4+4+4 Credits)	DSE-H2 B23-TMG-804 Airport and Cargo Management (4 credit) OR B23-TMG-805 Tour Planning and Management (4 credit)	PC-H2 B23-TMG-806 Itinerary Preparation and Tour Packaging (4credit)	CC-HM2 Student will opt from the pool available in college/institute/ department (4 credit)	24	
OR						

VII Level-8	<p>CC-H1 B23-TMG-701 Entrepreneurship in Tourism</p> <p>CC-H2 B23-TMG-702 Organization Behavior</p> <p>CC-H3 B23-TMG-703 Haryana Tourism (4+4+4 Credits)</p>	<p>DSE-H1 B23-TMG-704 Event Management (4credit)</p> <p>OR</p> <p>B23-TMG-705 Tourism Business Ethics and Laws (4credit)</p>	<p>PC-H1 B23-TMG-706 Soft Skills For Tourism Professionals (4credit)</p>	<p>CC-HM1 Student will opt from the pool available in college/institute/ department (4 credit)</p>	24	<p>Bachelor(Honours with Research) in Discipline With 180 Credits</p>
VIII Level-8	<p>CC-H4 B23-TMG-801 Destination Planning and Development (4credit)</p> <p>CC-H5 B23-TMG-802 Tourist Behavior (4credit)</p> <p>CC-H6 B23-TMG-807 Project/Dissertation (12 Credits)</p>	--	-----	<p>CC-HM2 Student will opt from the pool available in college/institute/ department (4 credit)</p>	24	

Note:

1. 4-year UG (Honours) or (Honours with Research) in Discipline will be offered after completion of 3 year UG programme (Interdisciplinary) to those students who have completed at least 60 credits in the concerned discipline. In addition to the above, 4- year UG (Honours with Research) in Discipline will be offered only to those students who have obtained CGPA 7.5 or more in the 3 year UG programme.
2. Core course in Honours discipline (CCH): Discipline specific elective course in Honours (DSE-H); Practicum Course in Honours subject (PC-H); Core Course in Minor Subject (CC-HM) of Honours Program.
3. Bachelor degree (Honours) or (Honours with Research) will be awarded in the Discipline after successful completion of the four year programme securing 184 credits and satisfying the minimum credit requirement as given in the Credit Table.

4. Student opting for Honours with Research will work on a Research Project or do research during the eighth semester. The dissertation work will be of 12 credits. 8 credits will be earmarked for the evaluation report of the dissertation and viva-voce examination will carry weightage of 4 credits.
5. The evaluation of the Dissertation and the conduct of viva-voce examination will be done by an external examiner.
6. The practicum course may be replaced by a theory course wherever not applicable.

BTM

(Detailed Syllabus)

w.e.f.

Session: 2023-2024

SEMESTER I

Session: 2023-24			
Part A - Introduction			
Subject	INTRODUCTION TO TOURISM		
Semester	I		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-101		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To familiarize with the basic concepts and terminology used in tourism 2. : To know about various types of tourism and factors responsible for the development 3. To be able to identify different components of tourism 4. To be able to work with and for tourism services in tourism chain <hr/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100 Internal Assessment Marks:30 End Term Exam Marks: 70			
Time: 3 Hours			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Basic Concept and Terminology used in Tourism Tourism, tourist, visitors, traveler, excursionist as per UNWTO classification and Ministry of Tourism, Govt. of India. Impacts of Tourism (Economic, Socio-cultural and Environmental)		15

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

Session: 2023-24			
Part A - Introduction			
Subject	NATURAL TOURISM RESOURCES OF INDIA		
Semester	I		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-102		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To understand the basics of the geography of tourism 2. To describe the general geography of India 3. To analyses the natural tourism potential in India 4. To explain and connect with the nature based tourism attractions in India ----- <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70			
Time: 3 Hours			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Introduction to Natural Tourism Resource of India India: Physiographic regions, Northern Mountains, Northern Plains, Peninsula Plateau, Coastal Regions, Great Indian Desert, Islands. Touristic significance of various Physiographic regions.		15

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

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM BUSINESS ENVIRONMENT		
Semester	I		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-103		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I	100-199		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. To understand the concept of business environment 2. To describe the economic environment for tourism 3. To analyses the industrial policies concerning the tourism 4. To explain different tourism reforms in India ----- 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B- Contents of the Course			
Instructions for Paper- Setter			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	An Overview of Business Environment Business – Meaning, Concept and Nature, Business Environment – Meaning, nature and components. Business environment analysis – Process, techniques and limitations		16

II	Economic Environment Economic Reforms in India - Liberalization, Privatization and Globalization, meaning, merits, de-merits and impact on tourism business in India. MSME (Micro, Small and Medium Enterprises) – Definition, Problems and Incentives available for growth.	15
III	Policies concerning Tourism Tourism development during five year plans. Tourism under NITI Ayog, National tourism policy of India, 2002. Competition Act and its impact on tourism business in India	15
IV	Tourism Reforms FDI - Meaning, merits, de-merits and impact on tourism business in India. Govt. of India Schemes for development of tourism business in India: Incredible India Campaign, PRASHAD Scheme, SWADESH Darshan. Scheme.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Daniel, John D and Radebaugh, Lee H : International Business, 5th ed., New York, Addison Weley, 2007 • Charles W. Hill, International Business, fourth edition, Tata McGraw Hill Publications Companies.2010. • AK. Sundaram J. StemartBlock : The International Business Environment PHI,2008 • Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi. • Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House. • Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi. 		

Session: 2023-24			
Part A - Introduction			
Subject	TRANSPORT MANAGEMENT		
Semester	I		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-104		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To familiarize with transportation related to Tourism industry 2. To understand the various concepts related to Air and Water Transport 3. To understand the various concepts related to Road Transport. 4. To know about major Railways of India and the World <hr/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	2	NA	2
Contact Hours	2		2
Max. Marks: 50 Internal Assessment Marks:15 End Term Exam Marks: 35			
Time: 3 Hours			
Part B- Contents of the Course			
<p style="text-align: center;"><u>Instructions for Paper- Setter</u></p> <p>Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 7 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.</p>			
Unit	Topics		Contact hours

I	Introduction to Transport Transportation as important element of tourism industry. History of different modes of transportation. Advantages and Limitations of different modes of transport. The factors affecting the selection of modes of transport by tourist.	8
II	Air and Water Transport History of air transport in India. IATA and DGCA: Organizational structures and functions. Major Airlines operating in India. Role of airlines in tourism promotion. Water transport- Limitation & scope of water transport in India. Cruise ships and Cruise tourism. The role of water transport in tourism.	8
III	Road Transport Road Transport: Major Highways and Expressways of India. Golden Quadrilateral Highway. Coach-Bus, Inter State Bus Services, Tourist Taxi, Rent-a-car Scheme, OLA and UBER	7
IV	Rail Transport Rail Transport: Major Railway Systems of World, (Euro Rail and AMTrak). General information about Indian Railways. Tourist trains of India and Indrail Pass service.	7
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> Class Participation: 4 Seminar/presentation/assignment/quiz/class test etc.:4 Mid-Term Exam: 7 		End Term Examination: 35
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> Hannel Christine, Robert Harshman & Grahan Draper- ‘Travel & Tourism: A world Regional geography, John Wiley & Sons, New York Hurst, Elist, ‘Transporation Geography’ McGraw Hill, New York David Timothy Duval, Tourism and Transport: Modes, Networks and flows. Channel view Publications. Stephan Page, Transport and Tourism, Global Perspectives, Pearson Publications Case Study Series Aerospace & Airlines, The ICFAI, University Press, Hyderabad Bharath, R., Low Cost Carriers, Concept and Cases, The ICFAI, University Press, Hyderabad 		

- Kumar, V V Ravi., Indian Aviation Industry, The ICFAI, University Press, Hyderabad
 - Nayak, G.,Development of Transport and Communication, Anmol Publication
- Ginger Todd, Susan Rice (2002), Travel Perspectives: A Guide to becoming a Travel Professional, Delmar ThomPLOn Learning.

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(Detailed Syllabus)

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Session: 2023-2024

SEMESTER II

Session: 2023-24			
Part A – Introduction			
Subject	TRAVEL AGENCY & TOUR OPERATIONS BUSINESS		
Semester	II		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-201		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I)	201-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Introducing about the concept of travel agency and tour operation 2. Enabling to identify functions and linkages in travel agencies and tour operators 3. Knowledge about significance of travel agency and procedure to follow for government approval 4. Understanding the activities of Travel Trade Associations. ----- 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100 Internal Assessment Marks:30 End Term Exam Marks: 70			
Time: 3 Hours			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Introduction to Travel Agency and Tour Operation Travel Agency and Tour Operations: concept, meaning, definition, significance and growth over the years.		15

II	Functions and Linkages in Travel Agencies and Tour Operators Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business.	
III	Procedure for Government Approval Procedure for recognitions of Travel Agency and tour operators from Ministry of tourism, Govt. of India. Various govt. schemes for promotion of tourism business in India	15
IV	Travel Trade Associations -TAAI, IATO , IATA, PATA Brief History, Organization Structure and Functions.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Foster, D., the Business of Travel Agency, Pitman, 1990. • Aggarwal, Surrender, Travel Agency Management (Communication India, 1983). • Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990). • Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006. • IATA, IATO, TAAI manual. • Jag Mohan, Negi, Travel Agency and tour operation, Kanishka Publication New Delhi, 1990 		

Session: 2023-24			
Part A – Introduction			
Subject	CULTURAL TOURISM RESOURCES OF INDIA		
Semester	II		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-202		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I	201-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. To understand the basics of Indian culture 2. To describe the general features of Indian culture 3. To analyses the tourism potential Indian culture 4. To explain and connect with the different cultural attractions in India ----- 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Introduction to Culture Culture: Concept and its essential features, elements of Indian culture and its geographical variations of Indian culture. Cultural as tourist attraction with special reference to India.		15

II	Religions and Pilgrimage Places in India. Major Religions of India and their salient features. Major Pilgrimage Places related to Hinduism, Buddhism, Jainism, Islam and Sikhism (Any four places for each religion)	15
III	Indian Architecture and Monuments Buddhist Architecture: main features of Ajanta, Ellora and Sanchi. Hindu Architecture: main features of Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram. Medieval Architecture: Taj Mahal, Red Fort of Delhi, Fatehpur Sikri.	15
IV	Dances, Music and Fairs of India Classical Dances of India, Major tourism oriented fairs and festivals of India and their significance for tourism: Kullu-Dussehra, Pongal, Bihu, and Desert festivals.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Abid Hussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi. • The Wonder that was India- A Survey of the History and Culture of the Indian Sub-continent Before the Coming of the Muslims by <u>Arthur L. Basham</u>, ISBN 9780836429138, Rupa Publications,1964 • Of Past Dawns and Future Noons-Towards a Resurgent India by Shonar, ISBN 9788174765369, Published by <u>Sri Aurobindo Society</u> (2006) • Gupta, S.P.et.al 2002, Cultural Toursim in India, D.K. Printworld, New Delhi • Hay,Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols, Penguin Books, Delhi . • Krishana Deva, 2002 (reprint) Temples of North India. National Book Trust, Delhi – • Pande, G.C. 1990 (2nd ed.) Foundations of Indian Culture, 2 vols. MotiLalBanarasi Das Publisher, Delhi. • Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi. • Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy MotiLalBanarasi Das Publishers, Delhi . • Upadhyaya, B.S. 1989, (reprint), Feeders of Indian Culture People,s Publishing House. 		

Session: 2023-24			
Part A - Introduction			
Subject	INTERNATIONAL TOURISM		
Semester	II		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-203		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I	201-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. To understand the concept of international tourism 2. To describe the tourism trends at international level 3. To analyses the potential of tourism in different regions of the world 4. To explain different destinations in various nations of the world ----- 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Concept and Current Status of International Tourism Global tourism trends in terms of international tourist arrivals and international tourism receipts. Factors affecting growth of international tourism		15

II	Regional Distribution of International Tourism – I: - Europe: Inbound tourism with special reference to France, Spain, and United Kingdom and their major destinations i.e. Paris, Madrid and London - Americas: Inbound tourism with special reference to USA, Canada and Mexico and their major destinations i.e. New York, Washington DC, Toronto and Mexico City	15
III	Regional Distribution of International Tourism – II: - Africa: Inbound tourism with special reference to Egypt, South Africa and Kenya and their major destinations i.e. Giza, Johannesburg and Nairobi. - East-Asia & Pacific: Inbound tourism with special reference to Australia, China, and Thailand and their main destinations i.e. Sydney, Beijing, and Bangkok	15
IV	International Tourism Organizations UNWTO, PATA, IATA – Brief History, Organization Structure and Functions. Challenges before international tourism and strategies to promote international tourism.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Bhatia, A. K. (1991). International tourism: fundamentals and practices. Sterling Publishers. • Chand, M. (2004). Basics of tourism: theory, operation and practice. Kanishka Publishers. • Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia, New Zealand, UK, France, Switzerland, Germany, Italy, Greece, Austria, USA, CANADA, Brazil, UAE, South Africa, Kenya, Tanzania. • McIntosh, R., Goeldner, W., & Charles,R.(1990). Tourism: Principles, Practices and Philosophies., John Wiley and Sons Inc. New York. 		
Session: 2023-24		
Part A - Introduction		
Subject	FIELD TRIP REPORT	
Semester	II	
Name of the Course	Bachelor of Tourism and Travel Management	

Course Code	B23-TMG-204		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To familiarize students with visit to tourism destination. 2. To know about attractions and recreation opportunities at destination. 3. To collect first-hand information about tourism service and facilities at the destination. 4. To identify challenges and ways to develop tourism at the destination. <p>-----</p> <ol style="list-style-type: none"> 5. Applicable for courses having practical component. 		
Credits	Theory	Practical	Total
	2	NA	2
Contact Hours	2		2
Max. Marks: 50 Internal Assessment Marks:--15 End Term Exam Marks: --35			
Time: - 3 Hours			
Part B- Contents of the Course			
<u>Instructions for Examiner</u>			
	Instructions		Contact hours
	<p>To know how to select a destination to visit followed by preparation of a report on tourism status on visited at a destination and to guide how to appear for Viva-Voce for the same.</p> <ol style="list-style-type: none"> 1. A field trip shall be conducted to cover any tourism destination of adjacent areas. 2. This is to supplement the learning for Tourism. After completion of field trip the students shall submit a field trip report for about 50 pages. 3. The Field Trip Report will be submitted in the form specified as under: <ol style="list-style-type: none"> a. The typing should be done on both sides of the paper (instead 		30

	<p>of single side printing).</p> <p>b. The font size should be 12 with Times New Roman font.</p> <p>c. The Report may be typed in 1.5 line spacing.</p> <p>d. The paper should be A-4 size.</p> <p>e. Two copies meant for the purpose of evaluation may be bound in paper-and submitted to the approved authority.</p>	
	<p>4. The Viva-Voce examination for the subject shall be conducted by the External Examiner approved by UGBOS/BOS of Department of Tourism & Hotel Management, Kurukshetra University, and Kurukshetra as Per Provisions in the Ordinance of the Course.</p>	
Suggested Evaluation Methods		
Internal Assessment: <ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> • Class Participation: -4 • Seminar/presentation/assignment/quiz/class test etc.: -4 • Mid-Term Exam: -7 		End Term Examination: Viva-Voce of 35 marks by External Examiner
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		

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Session: 2023-2024

SEMESTER III

Session: 2023-24			
Part A – Introduction			
Subject	RELIGIOUS TOURISM		
Semester	III		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-301		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I	301-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <div>1. To familiarize with the basic concepts and terminology of religious tourism</div> <div>2. To gain knowledge of various religious tourism places of Hinduism</div> <div>3. To be able to identify different religious tourism places of Buddhism, Jainism, Sikhism, Islam and Christianity</div> <div>To be able to identify various problems and prospects of religious tourism in India</div> <div>-----</div> <div>5. Applicable for courses having practical component.</div>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B- Contents of the Course			
Instructions for Paper- Setter			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Major Religions In India Hinduism: Salient features. Buddhism and Jainism: Main Teachings and Philosophy. Islam and Sikhism: Basic features. Meaning and Characteristics of religious tourism.		15

II	Major Religious Tourism Places of Hinduism Four Dham – Badrinath, Rameshwaram, Puri and Dwaraka, Varanasi, Haridwar and Tirupati.	15
III	Major Religious Tourism Places of Buddhism, Jainism, Sikhism, Islam and Christianity Buddhism: Bodh Gaya and Sarnath. Jainism: Mount Abu and Palitana. Sikhism: Amritsar. Islam: Ajmer. Christianity: Goa.	15
IV	Trends and Pattern of Religious Tourism in India Current scenario of Indian religious tourism. Problems and Prospect of religious tourism in India. Strategies to promote religion tourism in India.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi. • Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co., New Delhi • Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi • Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi • Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols., Oxford University Press, New Delhi. 		

Session: 2023-24			
Part A - Introduction			
Subject	HOTEL BUSINESS		
Semester	III		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-302		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I)	301-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To familiarize with the basic concepts and terminology used in tourism accommodation 2. To gain knowledge of growth and development of hotel industry in India 3. To be able to identify different functions and operations of hotel 4. To be able to work with and for hotel development in tourism <hr/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100 Internal Assessment Marks:30 End Term Exam Marks: 70			
Time: 3 Hours			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Introduction to Tourism Accommodation Introduction – Tourism and Accommodation, their relationship, Tourism,		15

	Types of Tourist Accommodation: Different basis of categorization of accommodation sector. Main features of different basis of categorization of accommodation sector.	
II	Origin and Growth of Hotel Sector Growth and development of hotel industry with special reference to India. Role of governing bodies in development of hotel sector in India: Ministry of Tourism, Federation of Hotel and Restaurant Association of India (FHRAI), Hospitality Development And Promotion Board (HDPB). Study of Major hotel chains of India.	15
III	Hotel Operations Hotel accommodation and its various activities. Organization structure and role of various departments of hotel: Front Office, Housekeeping, Food & Beverages (Service & Production), Engineering & Maintenance, Store & Purchase, Human Resources, Sales & Marketing and Accounts	15
IV	Hotel Business and Recent Trends Ownership and forms of hotel ownership. Sole-Proprietorship, Partnership, Joint Stock Company, Referral organizations, Hotel chain, Lease Agreements, Management contracts, Franchise Organizations. Recent development and challenges of hotel industry in India. Future of Hotel industry in India.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Anand, M. M. (1976). Tourism and Hotel Industry in India: A Study in Management. Prentice Hall. • Brymer, R. A. (Ed.). (1984). Introduction to hotel and restaurant management. Kendall/Hunt. • Chand, M. (2009). Managing hospitality operations. Anmol Publications. • Chuck, Y. G. (1998). International Hotel Management. Educational Institute American Hotel & Motel Association, Washington. • Hassanien, A., Dale, C., Clarke, A., & Herriott, M. W. (2010). Hospitality business 		

development. Routledge.

- Jagmohan, N. (2000). Hotels for Tourism Development (2nd Ed). Metropolitan Book Company.
- Walker, J. R. (2002). Introduction to hospitality . Prentice Hall.
- Wood, R. C. (2013). Key concepts in hospitality management. Key Concepts in Hospitality Management. London: SAGE.

Session: 2023-24			
Part A - Introduction			
Subject	AIRLINES TICKETING		
Semester	III		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-303		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I)	301-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To familiarize with airlines geography. 2. To understand the various concepts associated with airlines ticketing. 3. To get knowledge of calculating fare of ticket and passenger handling. 4. To know about CRS and GDS in airlines <hr/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100 Internal Assessment Marks:30 End Term Exam Marks: 70			
Time: 3 Hours			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			

Unit	Topics	Contact hours
I	Introduction to Airline Industry History of development of Airline industry and important international conventions (Warsaw Convention, Bermuda Convention and Chicago Convention). IATA Traffic Conference Area: TC 1, TC 2, TC 3. Role of IATA and ICAO in airline industry.	15
II	Overview of Codes and Fare Familiarization with OAG: 3 Letter codes and airport codes, airline designated codes, Minimum Connecting Time (MCT), Global Indicators. Familiarization with PAT: Introduction to general terms and abbreviations, PAT extracts, general rules, fares types and fare rules.	15
III	Fare Construction and Ticketing Fare construction: One way through fare construction with MPM, TPM, EMA and EMS check – Round and Circle trip fare construction with selection of break point and CTM check – Child and Infant Fares – Special Fares – Surcharges – Consolidator and net fares. Steps of ticketing: Types of Ticket, Types of cabin class, Type of Service, Direction of Travel, Type of Transaction.	15
IV	Airlines Reservation System Computerized reservation system (CRS) and comparative study of different CRS System. Global distribution system (GDS) and overview of major GDS (AMADEUS, GALILEO, SABRE). Process of reservation and booking through GDS.	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall. 		

- Gupta, S.K. (2007). International Airfare and Ticketing – Methods and Techniques, New Delhi: UDH Publishers and Distributors (P) Ltd.
- Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.
- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
- Nawab, A.W.: Comparative evolution of world Air Transport, National publishing House, Delhi

Session: 2023-24			
Part A - Introduction			
Subject	PRINCIPLES OF MANAGEMENT		
Semester	III		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-304		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M		
Level of the course (As per Annexure-I	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ul style="list-style-type: none">• To orient the students about management practices.• To know student about planning and decision making skills.• To teach students about organizing and staffing functions.• To make the students to know motivation and controlling techniques. <hr/> <div>5. Applicable for courses having practical component.</div>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus			
Two questions will be set from each unit. Students have to attempt five questions in all selecting or			

question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.

Unit	Topics	Contact hours
I	Introduction to Management Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management.	15
II	Planning and Decision Making Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, process of decision making, limitations.	15
III	Organizing and Staffing Organizing- meaning process of organizing, levels of organizing, span of management, forms -line, functional, line & Staff and Committee form of organizations. Delegation of Authority, Decentralization & Centralization	15
IV	Motivation and Controlling Motivation and theories of motivation (Maslow's Need Hierarchy theory and Herzberg's Two Factor theory of motivation). Leadership traits and styles. Communication: process and barriers. Controlling: meaning, process and importance.	15

Suggested Evaluation Methods

Internal Assessment:30

➤ **Theory**

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

➤ **Practicum**

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

End Term Examination:70

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Weirich, Heinz, Mark V. Cannice, and Harold Koontz. "Management: A global and entrepreneurial perspective." New Dehi (2008).
- Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw -Hill, New Delhi.

- Kase , F. L. and Rasonu, J.E. 1985, Organization and Management -A System And Contingency Approach, McGraw Hill Book Company, New York'
- Becker, P.E, The Practices of Management, London, 1955.
- May, D., The Evolution of Management Thought. Ronald Press, New York, 1972.
- Singh. A.N., The Skills of Management, GoverEarnborough, 1980.
- Ricks. S., Management of Organization. Macmillan publication. Honkong, 1981.
- Y.A., Management, of Organization. McGraw Hill. 1958.
- Crompton. Summer and Webber, 1973. Organizational Behavior and The Practices of Management, Scoft, Poresman, Cleneve'
- Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich. Essentials of management. Vol. 18. New York: McGraw-Hill, 1986.
- Sherlekar, S. A. "Marketing Management, Himalaya Publishing House, Mumbai." (1998).
- Agarwal R D, Organization and Management
- Prasad L M, Principles and Practices of Management , Sultan Chand & Sons

BTM

(Detailed Syllabus)

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Session: 2023-2024

SEMESTER IV

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM MARKETING		
Semester	IV		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-401		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I)	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To familiarize with the basic concepts of tourism marketing. 2. To understand characteristics and challenges of tourism marketing. 3. To analyze various facets of marketing as applied to tourism. 4. To be able to apply various services marketing strategies to tourism industry. <hr/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100 Internal Assessment Marks:30 End Term Exam Marks: 70			
Time: 3 Hours			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Basic Concepts of Tourism Marketing Tourism Marketing: Meaning, Nature & Process. Concept of Marketing		15

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

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM ORGANIZATIONS		
Semester	IV		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-402		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <div><div>1. To familiarize with the meaning, concept and nature of International Tourism organizations.</div><div>2. To understand the organization structure and functions of Regional Tourism Organizations.</div><div>3. To know about of National Tourism Organization and their role.</div><div>4. To get familiarization with applications of knowledge by professional bodies in tourism.</div></div> <div>-----</div> <div>5. Applicable for courses having practical component.</div>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B- Contents of the Course			
Instructions for Paper- Setter			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	International Tourism Organizations Tourism Organizations: meaning, nature and significance for tourism development. United Nations World Tourism Organization (UNWTO): structure, functions & significance.		15

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

Session: 2023-24			
Part A - Introduction			
Subject	TOURISM DOCUMENTATION		
Semester	IV		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code	B23-TMG-403		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC		
Level of the course (As per Annexure-I	401-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <div><div>1. To familiarize with the basic terminology and types of tourism related documents.</div><div>2. To gain knowledge about basic regulations for safe and hassle-free travelling.</div><div>3. To know the financial assets and their requirements in travel</div><div>4. To be able to work with regulations and bodies involved in international travel.</div></div> <div>-----</div> <div>5. Applicable for courses having practical component.</div>		
Credits	Theory	Practical	Total
	4	NA	4
Contact Hours	4		4
Max. Marks: 100		Time: 3 Hours	
Internal Assessment Marks:30			
End Term Exam Marks: 70			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 14 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Basic Concept in Travel Documentation Passport, types of Passports, Process of acquiring passport in India. Visa and its types, Documentation for Visa, Schengen Visa, US Visa and UK Visa.		15

	Visa on Arrival (VoA), e-visa and Travel Insurance.	
II	Regulations and Certification in International Travel Baggage Regulations. Currency Regulations. Customs Regulations. Health Regulation and Certification (Yellow fever, Malaria, H.I.V. and COVID Vaccination).	15
III	Financial Assets and Formalities Bank details, Requisite Bank Balance, Income Tax Returns, Property Documents and their Valuation, Insurance papers. Guarantee for Visa, Collateral Security, Transfer of Money. Role of Currency Exchange Companies, Banks and NBFCs.	15
IV	Regulations for Travel Documentation in India Citizenship, Immigration, Enforcement Directorate. Foreign Exchange Management Act, 1999 and Prevention of Money Laundering Act. 2002. Immigration formalities at airport for outbound and inbound tourists in India. Foreign regional registration office (FRRO).	15
Suggested Evaluation Methods		
Internal Assessment:30 ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:10 • Mid-Term Exam:15 		End Term Examination:70
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Website of Ministry of Tourism, Govt. of India. • Embassy Websites of the concerned country. • Website of Ministry of External Affairs, Govt. of India. • Website of Ministry of Finance, Govt. of India. • Website of Ministry of Home, Govt. of India. 		

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT
KURUKSHETRA UNIVERSITY, KURUKSHETRA

POOL OF MULTIDISCIPLINARY COURSES (MDC) BY
FACULTY OF TOURISM UNDER SCHEME-D

Semester 1	Semester 2	Semester 3
1. Basics of Tourism	1. Major Tourist Destinations of The World	1. Hospitality Management

MDC FOR SEMESTER 1

Session: 2023-24			
Part A - Introduction			
Subject	BASICS OF TOURISM		
Semester	1		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To familiarize with the concept and basic terminology of tourism 2. To gain knowledge of various approaches and factors of development of tourism 3. To be able to identify different components of tourism 4. To explain characteristics of tourism and its services <hr style="border-top: 1px dashed black;"/> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	3	NA	3
Contact Hours	3		3
Max. Marks: 75 Internal Assessment Marks:25 End Term Exam Marks: 50			
Time: 3 Hours			
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All question carry equal marks. Final theory exam time allowed will be of 3 hours.			
Unit	Topics		Contact hours
I	Tourism Concept Tourism, tourist, visitors, traveler, excursionist as per UNWTO classification		12

	and Ministry of Tourism, Govt. of India. Impacts of Tourism (Economic, Socio-cultural and Environmental).	
II	Approaches and Linkages in Tourism Approaches to study tourism, Travel Agency and Tour Operators – Meaning and Types. Linkages in Tourism Industry, Push and Pull factors in Tourism.	11
III	Components of Tourism Attractions: Types and their significance for tourism Transportation: Types and their significance for tourism Accommodation: Types and their significance for tourism	11
IV	Tourism Characteristics Characteristics of tourism and hospitality services- Perishability, Variability, Inseparability, Intangibility, Seasonality. Vertical, Horizontal and Diagonal Integration in Tourism	11

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.:7
- Mid-Term Exam: 13

End Term Examination: 50

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.
- Hudman, E.L. and D.E. Hawkins, Tourism in Contemporary Society: an introductory text, New Jersey: Prentice Hall.
- Kamra, K.K. and M. Chand, Basics of tourism: Theory operation and practice, Delhi: Kanishka.
- Lundberg, D.E., The Tourist Business. New York: Van Nostrand.
- Reinhold Mill, R.C. and A.M. Morrison, The Tourism System, New Jersey: Prentice Hall
- McIntosh, Robert, W Goeldner, R Charles, Tourism: Principles, Practices and Philosophies. John Wiley and Sons Inc. New York 1990
- Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
- Burkart A.J., Medlik S., Tourism - Past, Present and Future, Heinemann, London.
- Chuck Y. Gee, James C. Makens & Dexter J. L. Choy, The Travel Industry, Van Nostrand Reinhold, New York.
- Holloway, J. C., The Business of tourism, Pitman Publishing, London.
- Medlik, S., Understanding tourism, Butterworth Hinemann, Oxford.
- Michael M. Coltman, Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.

- Page J. Stephen & Brunt Paul, Tourism- A Modern Synthesis, Thomson Publishers, London.
- Ray Youell, Tourism-an introduction, Addison Wesley Longman, Essex.
- Sunetra Roday, Tourism Operations and Management, Oxford University Press.

MDC FOR SEMESTER 2

Session: 2023-24			
Part A - Introduction			
Subject	MAJOR TOURIST DESTINATIONS OF THE WORLD		
Semester	2		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To understand the concept of global tourism 2. To describe the tourism trends at international level 3. To analyses the potential of tourism in different regions of the world 4. To explain different destinations in various nations of the world <p>-----</p> 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	3	NA	3
Contact Hours	3		3

Max. Marks: 75		Time: 3 Hours
Internal Assessment Marks:25		
End Term Exam Marks: 50		
Part B- Contents of the Course		
<u>Instructions for Paper- Setter</u>		
Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 7 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.		
Unit	Topics	Contact hours
I	Concept and Current Status of Global Tourism Global tourism trends in terms of international tourist arrivals and international tourism receipts. Factors affecting growth of international tourism	12
II	Famous Destinations of Europe and America Europe: major attractions with reference to Paris (France), Madrid (Spain) and London (United Kingdom). Americas: major tourist attractions with reference to New York and Washington DC (USA), Toronto (Canada) and Mexico City (Mexico).	11
III	Famous Destinations of Africa and East-Asia & Pacific Africa: major attractions with reference to Giza (Egypt), Johannesburg (South Africa) and Nairobi (Kenya). East-Asia & Pacific: major attractions with reference to Sydney (Australia), Beijing (China) and Bangkok (Thailand).	11
IV	Global Tourism Associations UNWTO, PATA, IATA – Brief History, Organization Structure and Functions. Challenges before global tourism and strategies to promote international tourism	11
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory <ul style="list-style-type: none"> • Class Participation: 5 • Seminar/presentation/assignment/quiz/class test etc.:7 • Mid-Term Exam: 13 		End Term Examination: 50
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		

- Bhatia, A. K. (1991). International tourism: fundamentals and practices. Sterling Publishers.
- Chand, M. (2004). Basics of tourism: theory, operation and practice. Kanishka Publishers.
- Hudman, L. E., & Hawkins, D. E. (1989). Tourism in contemporary society: an introductory text. Prentice Hall.
- Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia, New Zealand, UK, France, Switzerland, Germany, Italy, Greece, Austria, USA, CANADA, Brazil, UAE, South Africa, Kenya, Tanzania.
- McIntosh, R., Goeldner, W., & Charles, R. (1990). Tourism: Principles, Practices and Philosophies.
- John Wiley and Sons Inc. New York.

MDC FOR SEMESTER 3

Session: 2023-24			
Part A - Introduction			
Subject	HOSPITALITY MANAGEMENT		
Semester	3		
Name of the Course	Bachelor of Tourism and Travel Management		
Course Code			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC		
Level of the course (As per Annexure-I	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. To introduce the concept of Hospitality Management. 2. To understand the Hospitality Operations Management. 3. To familiarize with the ownership structure in Hospitality Operations. 4. To be able to know the Disaster Management mechanism in India. ----- 5. Applicable for courses having practical component.		
Credits	Theory	Practical	Total
	3	NA	3
Contact Hours	3		3
Max. Marks: 75		Time: 3 Hours	
Internal Assessment Marks:25			
End Term Exam Marks: 50			

Part B- Contents of the Course

Instructions for Paper- Setter

Total number of questions set will be nine. Question No. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all selecting one question from each unit including the compulsory question. Each question is of 10 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.

Unit	Topics	Contact hours
I	Introduction to Hospitality Management Overview and evolution of the hospitality industry. Different Hospitality Sectors: Hotel & Resorts, Restaurants & Food Service, Travel and Tourism, MICE, Spa & Wellness etc. Concept of Hotel: organization structure and classification of Hotels. Types of rooms and Types of plan.	12
II	Hospitality Operations Front office Department: Organization & Functions. Housekeeping Department: Organization & Functions. Overview of Food and beverage production and service. Organization and functions of Engineering & Maintenance, Store & Purchase, Human Resources, Sales & Marketing and Accounts departments.	11
III	Ownership Structure in Hospitality Organization Sole – Proprietorship: Characteristics and Limitations. Partnership: Characteristics and Limitations. Joint stock companies: Characteristics and Limitations. Referral Organizations, Hotel chain, Lease Agreements, Management contracts, Franchise Organizations	11
IV	Emerging areas of Hospitality Operations Major players in Indian hospitality sector. Recent development and challenges of hospitality industry in India. Future of hospitality industry in India.	11

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: 5
- Seminar/presentation/assignment/quiz/class test etc.:7
- Mid-Term Exam: 13

End Term Examination: 50

Part C-Learning Resources	
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Negi, Jagmohan: Hotels for Tourism Development (2nd Edition); Metropolitan, New Delhi, 2000. • Gee, Chuck Y.: International Hotel Management. Educational Institute, America, 1998 • Kaul, R.N.: Dynamics of Tourism: a trilogy. Vol. 2: Accommodation. Sterling Publishers Pvt. Ltd. New Delhi, 2001. • Mohinder , Chand , Managing Hospitality Operations , Anmol publications , New Delhi, 2009. • Anand M.M. – Tourism and Hotel Industry in India: Sterling Publishers, New Delhi • Madlik, S. – Hotel Business, Heinemann, London • Brymer, Robert A. –Introduction of Hotel and Restaurant Management: HUB Publication, Co., Iowa, 1984 • John R. Walker : Introduction to Hospitality • Tiwari, J. R. : Hotel Front Office: Operation and Management, Oxford University Press 	