

Dayanand Mahila Mahavidyalaya, Kurukshetra

Lesson Plan (Even Semester)

Session 2025-26 (12.01.2026 to 05.05.2026)

Name of teacher: Kirandeep Kaur

Subject: Tourism

Date	Day	Subject: Tourism Marketing	Subject: Tourism Organisation	Subject: Tourism Documentation	Subject: Impacts of Tourism	Subject: Sustainable Tourism
		Class: BTM 2nd	Class: BTM 2nd	Class: BTM 2nd	Class: BTM 3rd	Class: BTM 3rd
		Semester: 4th	Semester: 4th	Semester: 4th	Semester: 6th	Semester: 6th
12.01.2026	Monday		Bridge Course	Bridge Course		Bridge Course
13.01.2026	Tuesday		Introduction to Syllabus	Introduction to Syllabus		Bridge Course
14.01.2026	Wednesday	Bridge Course	Tourism organisation: meaning and nature	Basic concepts	Bridge Course	
15.01.2026	Thursday	Introduction to Syllabus	significance for tourism development	Passport & types	Bridge Course	
16.01.2026	Friday	Concept of marketing			Introduction to syllabus	Introduction to syllabus
17.01.2026	Saturday	Meaning, nature and process			Introduction to syllabus	Introduction to syllabus
19.01.2026	Monday		revision	Process in India		Sustainable tourism
20.01.2026	Tuesday		UNWTO: significance	Visa and its types		Meaning and historical Background
21.01.2026	Wednesday	Marketing mix	structure & functions	Documentation for visa	Impact of tourism on Economic environment	
22.01.2026	Thursday	Tourism Product	Revision/test	Revision	Direct & Indirect & Induced	
23.01.2026	Friday	Sir Chhotu Ram Jayanti/Basant Panchmi				
24.01.2026	Saturday	revision			Benefits from Tourism	Nature and its dimensions
26.01.2026	Monday	Republic Day				
27.01.2026	Tuesday		WTTC: Structure	Test		Continue
28.01.2026	Wednesday	Test	Committee, events and functions	Schengen Visa	Revision	
29.01.2026	Thursday	Characteristics of tourism product	UNESCO, its history	continue	Multiplier effect of tourism	
30.01.2026	Friday	Issues and challenges in Tourism marketing			Negative economic effects	Different approaches

31.01.2026	Saturday	continue			Revision	Countinue
02.02.2026	Monday		Revision	US visa		Revision
03.02.2026	Tuesday		Fuction and role in tourism	UK visa		Test
04.02.2026	Wednesday	Revision	PATA: Membership	Revision	Economic impact analysis	
05.02.2026	Thursday	Test	Committee and functions	test	inter relation	
06.02.2026	Friday	Marketing strategies			Revision	role of different agencies
07.02.2026	Saturday	Presentation			Test	UNO
09.02.2026	Monday		Revision	Visa on arrival		Sustainable development goal
10.02.2026	Tuesday		Presentation	E-Visa		Public sector
11.02.2026	Wednesday	Production and Selling	IATA: Structure	Travel Insurance	inter relation Between Tourism and culture	
12.02.2026	Thursday	Socially responsible Marketing	Membership, functions and significance	Revision	social benefits	
13.02.2026	Friday	Green marketing concept			Positive impact on culture	Revision
14.02.2026	Saturday	Revision			Revision	Tourism industry
16.02.2026	Monday		Test	Baggage regulations		Host community
17.02.2026	Tuesday		Ministry of Tourism: Organisational structure and functions	Currency Regulations		and Tourists
18.02.2026	Wednesday	tourism Market and its types	Organisational structure and functions	revision	Presentation	
19.02.2026	Thursday	continue	Revision	Presentation	Social cost of tourism	
20.02.2026	Friday	Consumer buying behaviour			negative impact on culture	Revision
21.02.2026	Saturday	Revision			Revision	Presentation
23.02.2026	Monday		ITDC: history	Customs Regulations		sustainable tourism development
24.02.2026	Tuesday		structure & functions	Health Regulations		Planning and management
25.02.2026	Wednesday	test	TFCI: structure & functions	Health Certificates for travel	Tourism DOXEY effect	
26.02.2026	Thursday	factors influencing the buying behaviour	Revision	continue	continue	
27.02.2026	Friday	Market Segmentation			Revision	continue
28.02.2026	Saturday	market positioning			Test	Responsible Tourism
01.03.2026 to 8.03.2026						
09.03.2026	Monday		Presentation	Revision		Revision

10.03.2026	Tuesday		IATO	Test		characteristics
11.03.2026	Wednesday	Presentation	Continue	Bank details & Requisite bank balance	Impact on Ecology	
12.03.2026	Thursday	Test	Revision	Income tax returns	Enviromental significance	
13.03.2026	Friday	Market skimming			Positive impact on enviroment	Tourism community
14.03.2026	Saturday	market penetration			Revision	role in sustainble tourism
16.03.2026	Monday		TAAI	Property documents & Their valuation		features of tourism community
17.03.2026	Tuesday		continue	Insurance papers		revision
18.03.2026	Wednesday	Pricing Strategies	FHRAI	Guarantee for visa	Negative impact on enviroment	
19.03.2026	Thursday	Revision	Continue	Revisioin	Enviromental impact assessment	
20.03.2026	Friday	Test			Revision	Mid term/ sessional
21.03.2026	Saturday	Id-ul-Fitr				
23.03.2026	Monday	Shaheedi Diwas				
24.03.2026	Tuesday		Revision	Mid term/ Sessional		Revision
25.03.2026	Wednesday	Presentation	Mid term / sessional	revision	Mid term/ sessional	
26.03.2026	Thursday	Ram Navami				
27.03.2026	Friday	Revision			enviromental auditing	Infrastructure
28.03.2026	Saturday	mid term / sessional test			Revision	Current trends
30.03.2026	Monday		Revision	Collateral security		and strategies
31.03.2026	Tuesday	Mahavir Jayanti				
01.04.2026	Wednesday	factors influencing pricing of tourism product	ICPB	Transfer of money	Approaches to mitigate negative impacts	
02.04.2026	Thursday	continue	Continue	Currency exchange companies	continue	
03.04.2026	Friday	Promotion mix and its components			Revision	developing sustainable tourism infrstructure
04.04.2026	Saturday	continue			Presentation	continue
06.04.2026	Monday		Presentation	Banks and NBFCs		Revision
07.04.2026	Tuesday		Revision	Revision		test
08.04.2026	Wednesday	Various Promotional Tools	Revision of 1st unit	Citizenship & Immigration	Tourism Planning	

09.04.2026	Thursday	continue	Revision of 1st unit	Enforcement Directorate	Carrying capacity	
10.04.2026	Friday	distribution system/channel			Concept and types	Global warming
11.04.2026	Saturday	Revision			Revision	sustainable development
13.04.2026	Monday		Revision of 2nd unit	Forex Management ACT		Revision
14.04.2026	Tuesday	Dr. B.R. Ambedkar Jayanti/Vaisakhi				
15.04.2026	Wednesday	Test	Revision of 2nd unit	Prevention of money laundering act	Community approach to tourism	
16.04.2026	Thursday	Presentation	Test	FRRO	Responsible tourism	
17.04.2026	Friday	Revision of 1st unit			Sustainable tourism	sustainable development at transport and hospitality
18.04.2026	Saturday	Revision of 1st unit			test	and Destinations and attractions
20.04.2026	Monday		Revision of 3rd unit	Revision		and tour operations
21.04.2026	Tuesday		Revision of 3rd unit	Immigration formalities		Revision
22.04.2026	Wednesday	Revision of 2nd unit	Revision of 4th unit	Revision of 1st unit	Revision of 1st unit	
23.04.2026	Thursday	Revision of 2nd unit	Revision of 4th unit	Revision of 1st unit	Revision of 1st unit	
24.04.2026	Friday	Revision of 3rd unit			Revision of 2nd unit	Revision of 1st unit
25.04.2026	Saturday	Revision of 3rd unit			Revision of 2nd unit	Revision of 1st unit
27.04.2026	Monday		Test	Revision of 2nd unit		Revision of 2nd unit
28.04.2026	Tuesday		Revision of full Syllabus	Revision of 2nd unit		Revision of 2nd unit
29.04.2026	Wednesday	Revision of 4th unit	Revision of full Syllabus	Revision of 3rd unit	Revision of 3rd unit	
30.04.2026	Thursday	Revision of 4th unit	Test	Revision of 3rd unit	Revision of 3rd unit	
01.05.2026	Friday	Revision of full Syllabus			Revision of 4th unit	Revision of 3rd unit
02.05.2026	Saturday	Revision of full Syllabus			Revision of 4th unit	Revision of 3rd unit
04.05.2026	Monday		Revision of full Syllabus	Revision of 4th unit		Revision of 4th unit
05.05.2026	Tuesday		Revision of full Syllabus	Revision of 4th unit		Revision of 4th unit
06.05.2026	Wednesday	Examination onwards				

Aravind