**LESSON PLAN 2022-23 BTM (EVEN SEMESTER)**

**Name of Teacher : Dr. Shikha Bhatt**

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| **Subject/Month** | **GEOGRAPHY OF TOURISM BTM-203** |
| **February** | Brief introduction of continents & oceans. Map reading. Greenwich Mean Time. International Date Line. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones. |
| **March** | Asia: General geographical features; physiography, climate, vegetation main countries, capitals & their tourist attractions. A Case study of Japan, Singapore, Sri Lanka, Saudi Arabia. |
| **April** | Europe: General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Spain. |
| **May** | Other countries: General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of USA (only 5 Places) South Africa, Australia. |

**Name of Teacher : Dr. Rajeev Sharma**

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| **Subject/Month** | **TRANSPORT MANAGEMENT BTM-204** |
| **February** | Transportation as important element of tourism industry. History of different modes of transportation. The physiographic & socio- economic factors affecting development of different modes of transportation xwith special reference to India. |
| **March** | Airlines & Tourism, History of Airlines in India. IATA, DGCA: Organizational structures and functions. Air India and Private Airlines. Role of airlines in tourism promotion.  Water transport- Limitation & scope of water transport in India. Cruise ships. The role of water transport in tourism. |
| **April** | Surface transport & Tourism: Importance of surface transportation. Coaches, Car rental system in India.  Roads system in India: National and State Highways, Role of surface transport in tourism. |
| **May** | Railway & tourism- History & present status of Indian railway, Special trains for tourists. Different packages & facilities given by Railway. Problems of Indian Railway. Role of Railway in tourism. |

**Name of Teacher : Dr. Rajeev Sharma**

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| **Subject/Month** | **TOURISM DOCUMENTATION BTM-205** |
| **February** | General history of passport, visa and other formalities in different parts of world and India. Documents needed for foreign travels. Immigration formalities at airport for outbound and inbound tourists. |
| **March** | Passport; Definition. How to get the passport form. The essential documents, photographs and fee for passport. Types of passports. Alternatives of passport. |
| **April** | Visa- Meaning. Types of Visa issued by India. How to obtain Visa. Necessary documents to get Visa, Visa on Arrival, Online Visa Registration, ETA, Schengen Visa, U.S. Visa, U.K. Visa. |
| **May** | Other formalities; Travel and baggage insurance, Disembarkation card, Baggage rules, Currency regulation. Foreign regional registration office. Health regulations; Yellow fever, Malaria, H.I.V. certificates. |

**Name of Teacher : Dr. Daleep Kumar**

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| **Subject/Month** | **HARYANA TOURISM BTM-206** |
| **February** | Geographical and historical background of Haryana and their importance for tourism. Religious & cultural tourism potential in Haryana including dance, music, fair & festivals |
| **March** | Tourist Resources of Haryana:  - Monuments of touristic significance and museums  - Religious & pilgrimage centres of Haryana  - Music, dance, fairs & festivals in Haryana |
| **April** | Tourism Infrastructure in Haryana  - Transportation and accommodation sector in Haryana  - Recreational and entertainment facilities at the tourism complexes/resorts in Haryana  - Tourism organization in Haryana  - Haryana Tourism Policy - 2008 |
| **May** | Tourism Trends in Haryana  Major types of tourism in Haryana  Major tourist destinations of Haryana |

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| **Subject/Month** | **PILGRIMAGE TOURISM BTM – 402** |
| **February** | Major religions in India:  - Hinduism: Salient features  - Buddhism & Jainism : Main Teachings and Philosophy  - Islam and Sikhism: Basic features |
| **March** | Major pilgrimage centres of India – I:  - Hinduism: Four Dham – Badrinath, Rameshwaram, Puri and Dwaraka  - Varanasi, Mathura-Vrindavan, Haridwar, Vaishno Devi, Allahabad, Kurukshetra &Tirupati |
| **April** | Major pilgrimage Centres of India – II:  - Buddhism and Jainism: Bodh Gaya, Sarnath, Mount Abu, Palitana  - Islam, Christianity and Sikhism: Ajmer, Goa and Amritsar |
| **May** | Trends and Patterns in pilgrimage tourism in India  Strategies to promote pilgrimage tourism in India  Problems and prospects of pilgrimage tourism in India |

**Name of Teacher : Dr. Daleep Kumar**

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| **Subject/Month** | **Principles of Management BTM-403** |
| **February** | Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management. |
| **March** | Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, ration, process of decision making, limitations. |
| **April** | 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. |
| **May** | Motivation and theories of motivation, Leadership traits and styles, Communication process and barriers, Controlling process, need, feedback and feed forward control. |

**Name of Teacher : Dr. Rajeev Sharma**

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| **Subject/Month** | **TOURISM MARKETING BTM-404** |
| **February** | Tourism Marketing: Nature, Process and Growth. Services and their Marketing, Tourism Marketing and Development: Socially Responsible Marketing, Social Marketing, Participants in Socially Responsible Marketing and their Roles. Government Bodies- National Tourism Offices, State Tourism Offices and Local Bodies, Private Organizations, Non-Governmental Organizations in Tourism |
| **March** | Nature and Characteristics of Tourism Offers: Tangibility and Intangibility, Non-perishability and Perishability, Homogeneity and Heterogeneity, Separability and  Inseparability, Ownership and Non-ownership. Issues and Challenges in Tourism Marketing, Marketing trategies to overcome limitations of Tourism. |
| **April** | Concept of Marketing Mix, Developing Marketing Mix, Tourism Markets, Types of Tourism Markets, Tourist Behavior, Tourist Buying Process, Factors Influencing  Tourists’ Buying Process, Tourism Product and Distribution- Concept of Tourism Product, Tourism as a packaged Product, Destination as a Product, Managing Products, New Product Development, Product Life Cycle |
| **May** | Tourism Pricing and Promotion- Concept, Importance and Process of Pricing,  Factors influencing Tourism Pricing, Methods of Price Fixation, Pricing Strategies, Price Fixation. Tourism Promotion and Communication: Objectives of Promotion, Promotion Mix, Factors affecting Promotion Mix, Components of Promotion Mix, Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema |

**Name of Teacher : Dr. Shikha Bhatt**

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| **Subject/Month** | **AN INTRODUCTION TO TRAVEL AGENCY & TOUR OPERATIONS BUSINESS IN INDIA BTM-405** |
| **February** | Travel Agency/Tour Operations – meaning, definition, types, significance and growth over the years. |
| **March** | Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business. |
| **April** | Travel Agency Organization Structure – Meaning and significance, Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India. |
| **May** | Tour Packaging – Concept, meaning, types. Role and contribution of Air Couriers in India and Indian Railways in promotion of tour package business. |

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| **Subject/Month** | **Communicative English BTM 406** |
| **February** | Growth and Development of English in India  Main features of British, American and Indian English  Introduction to Formal and Informal English |
| **March** | Word meanings and their usage, Usage of Dictionary and Thesaurus  One word substitutes, Synonyms& Antonyms  Common errors in spellings and sentences  Subject-Verb agreement, Idioms& phrases  Active Voice and Passive Voice, Tag Questions |
| **April** | Need of English language in promoting Tourism  List of terms and vocabulary commonly used in field of tourism  Role and Importance of English language for tourist guides |
| **May** | Resume Writing  Letter writing (Formal and Informal Letters)  Paragraph Writing  Dialogue Writing  Essentials of different types of conversation (telephonic, e-mail, public speech, group discussion) |

**Name of Teacher : Dr. Shikha Bhatt**

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| **Subject/Month** | **TOURISM ADMINISTRATION IN INDIA BTM- 602** |
| **February** | Role of Government in tourism Regulation and Management  Role of Ministry of Tourism, Government of India in terms of its Organization, Role and  Functions |
| **March** | State Tourism Development Corporations and their organization and role in tourism  development and promotion with special reference to:  Haryana Tourism Corporation  Rajasthan Tourism Development Corporation  Kerala Tourism Development Corporation  Goa Tourism Development Corporation |
| **April** | India Tourism Development Corporation (ITDC): organization, role and functions: Divisions of ITDC  Hospitality Development and Promotion Board (HDPB): Role and Functions  Role of Tourism Finance Corporation of India in tourism growth |
| **May** | Tourism Planning in India: Growth and Performance  National Tourism Policy – 2002: Objectives and main features  Problems and challenges of Tourism Administration in India |

**Name of Teacher : Dr. Daleep Kumar**

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| **Subject/Month** | **ECONOMICS OF TOURISM BTM-603** |
| **February** | Concepts of economics and their relevance to tourism, Tourism development and national economy contribution to GDP, Globalization, Liberalization, Privatization and their impacts on Tourism, FDI in Tourism-Trends and Implications |
| **March** | Nature of demand, Factor influencing tourism demand, economic determinants of Tourism demand, price and income elasticity of tourism demand, trends in tourism demand. |
| **April** | Market Structure and Tourism supply, elasticity of supply, Integration in tourism supply, supply trends |
| **May** | Employment and income creation, Tourism Multiplier, Balance of payment, Foreign exchange. Visible and invisible trade, Cost concept, types of costs, Tourism Taxation |

**Name of Teacher : Dr. Daleep Kumar**

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| **Subject/Month** | **ADVENTURE TOURISM BTM 604** |
| **February** | Definition, nature and scope of Adventure tourism. Geographical diversities and opportunities for adventure tourism in India. |
| **March** | Land based Adventure activities; Mountaineering, trekking in Himalayan states. Necessary equipment, techniques and problems. |
| **April** | Water based activities- water resources of India; river- lakes and sea water. Rafting, kayaking boating, SCUBA diving and coastal activities. |
| **May** | Air based activities, hang gliding, ballooning and sky diving. Places, organizations and equipments associated with above activities. |

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| **Subject/Month** | **TOURIST GUIDING BTM-605** |
| **February** | Basic requirement of an escort or a guide;  I-Personal grooming, smartness, proper dress sense, hygiene, pleasing personality, hard working.  Ii-Etiquettes- how to welcome a visitor, the traditional style of welcoming in north India.  Iii- Knowledge of geography, history, art & culture of the place, latest information about frontier formalities, e.g. passport, VISA, foreign exchange etc. |
| **March** | Communication Skills;  i- Principles of communications, Verbal and non-verbal, personal and organizational, effective communications, communication gaps and barriers. Audio- visual aids.  ii- Body language |
| **April** | Pre tour preparation; Pre tour research about place, monuments and itinerary, timings of flights& railways.  Bus and cars arrangement at hotels, airports and railway stations. Reconfirmation of ground arrangement. Group arrival and departure. Welcome at airports/ railway station or hotels. |
| **May** | Role and responsibility; Escort/ guide is the first and last contact with destination. Image maker, His responsibilities. Ethics, helpful attitude. Knowledge of tourism related laws and acts such as passport act, foreigners act, currency regulations, Immigration checks etc. |

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| **Subject/Month** | **SALESMANSHIP IN TOURISM BTM-606** |
| **February** | Sales Management: Concept, Objectives and Functions; Personal Selling: Concept & Importance, Personal Selling process; Theories of selling. Sales Management challenges in tourism. |
| **March** | Sales Planning: Importance, Approaches and Process of Sales Planning; Sales forecasting; Sales Budgeting, Sales Organization: Purpose, Principles and Process of setting up a Sales Organization; Sales Organization Structures; Organizing for Global Sales, Determining Size of Sales Force. |
| **April** | Managing the Sales Force: Recruitment, Selection, Training, Compensation, Motivation,  Territory and Quota Management: Need, Procedure for setting up Sales Territories; Time Management; Sales Quotas: Purpose, Types of Quotas, Administration of Sales Quota. |
| **May** | Control process: Analysis of Sales Volume, Cost and Profitability; Management of Sales Expenses, Evaluating Sale-Force Performance; Ethical Issues in Sales Management. Role of IT in Sales Management. |